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The RETAIL DRUGGIST

Published by
The Commercial Press, Limited

of Canada

51 Wellington Street West
Toronto

NEW YORK
62 West Broadway
American Druggist

Increase Your Profits in 1921

by featuring



Brunswick Records

"INDIVIDUALITY GRAVEN INTO THEM"
Played with Steel or Fibre Needles

"Artistic Companions of the Brunswick Phonograph"

B RUNSWICK Records retail from \$1.00 to \$2.50. They sell quickly. They sell steadily. They sell for CASH. There's a good margin of profit for you in every sale. Each month a new list is issued containing all the liveliest numbers of the day. And here's a point to remember—the House of Brunswick is behind them—that big, sound concern which, for seventy-eight years, has been acknowledged as the leader in its field. The House of Brunswick never does things by halves. What they start they carry through. It's as certain as anything human can be that the Brunswick Record agency will soon develop into one of the most profitable franchises that any merchant can have. These records play on any phonograph.

Start the New Year right. Get in early with Brunswick Records. Begin now by dropping us a line asking for lists and prices. We can give you prompt service from any of our three warehouses.

"REFLEXO" and "BRILLIANTONE"

Needles of Quality that Sell Every Day in the Year

Samples and Prices Sent Immediately on Request

THE MUSICAL MERCHANDISE SALES CO.

TORONTO

MONTREAL

WINNIPEG

Sole Canadian Distributors:

Wellington St. W., Toronto

719 Drummond Bldg., Montreal

143 Portage Ave. E., Winnipeg

Please send me full particulars of your special offer to Druggists

Name _____

Dept. R.D. _____



A Modern Aspirin Fable



Say, Mr. Druggist, when a customer asks for Aspirin and he doesn't see the "Bayer Cross"

on the package **he** knows and **you** know that what he is getting is no more genuine "Bayer Tablets of Aspirin" than a crow in borrowed plumage is a peacock.

There is only one Aspirin—made by Bayer and made in Canada. Bayer advertising is going "great guns" everywhere in the Dominion, and we are going to keep at it livelier than ever this year of '21.

Gen. Public is a Wise Old Bird

Many druggists are making a business mistake when they believe that they can continue to push unknown tablets which the public do not want.

Make this test. Ask your customers. We believe that 99 per cent. of them expect genuine Aspirin they read about every day in the home newspapers; genuine Aspirin which Bayer dedicated to world relief over twenty-one years ago and proved safe by millions; genuine "Bayer Tablets of Aspirin."

Bayer Insures Easy Sales, Quick Turnover

Stock double—all sizes, boxes of 12 or bottles of 24 and 100 tablets. Sale guaranteed. Your money back any time you want it on all unsold goods. Write today for a Window Display in colors, a beauty. Be up-to-date! Show the people yours is a Bayer store and you will increase your Aspirin sales.

THE BAYER COMPANY, Limited, 52 Sandwich Street, West, WINDSOR, ONT.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylic-acid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."



The history of the day's business

Every time a sale is recorded on an up-to-date National Cash Register, a complete record of the sale is printed on a strip of paper inside of the register.

This strip of paper is called the detail-strip.

It shows how much business is done during certain hours, or during the merchant's absence.

It cannot be removed or changed without the merchant's knowledge.

It prevents the cash drawer being opened without a permanent record being made.

At the end of the day, the merchant takes the detail-strip out of the register and files it away.

It gives him a permanent, unchangeable history of each day's business.

The detail-strip is only one of the many features which make up-to-date National Cash Registers a business necessity.

RB ★	-2.50	-0001
SA Rc	12.00	-0002
RE ★	-0.75	-0003
RA ★	-1.25	-0004
SE Ch	-7.45	-0005
RD ★	-0.33	-0006
RD ★	-4.25	-0007

RA Pd	-0.50	-0008
RD ★	-0.89	-0009
RB ★	-0.15	-0010
RE ★	-5.35	-0011

SA Ch	-4.50	-0012
-DWS	-0.00	-0013
RB ★	-2.23	-0014
SD Ch	-3.75	-0015
RA ★	-4.08	-0016
RE ★	-0.75	-0017
RD ★	-1.00	-0018
SE Ch	-1.25	-0019
RB ★	-5.75	-0020
RD ★	-0.47	-0021
RA ★	-1.25	-0022

This is a section of the detail-strip. For each transaction it shows (1) whether a receipt or slip was issued, (2) the initial of the clerk, (3) the kind of transaction, (4) the amount, and (5) the number.

Let our representative show you how it will help you make more money.

We make cash registers for every line of business

NATIONAL

CASH REGISTER CO.

OF CANADA LIMITED



EVERY HOME NEEDS KEATING'S

To have Keating's is to sell Keating's. It is the universal insecticide: fatal to every form of insect life, but harmless to human or animal life:

Flies	Ants	Bugs
Fleas	Wasps	Roaches
Mosquitoes	Beetles	Moths

No insect can live once it comes into proper contact with Keating's, and as even the most tidy home cannot escape the unwelcome visit of some member of the bug family, so the careful housewife will keep a tin of Keating's constantly on hand for immediate use.

Made by THOMAS KEATING, London, England
Established 1788

SOLE AGENTS FOR CANADA
Harold F. Ritchie & Company, Limited
10 McCaul Street, TORONTO

Advanced Price 25s. net.

Chemists 23s.

Reprint of Nineteenth Edition

SQUIRE'S COMPANION

TO THE
BRITISH PHARMACOPOEIA, 1914

Published by J. & A. CHURCHILL,
7 Gt. Marlborough St., W. 1.

The Chemist and Druggist says—"It is the largest British book of the kind whose utility is recognised equally by physicians and pharmacists, while it is also distinctive in containing information that is wanted by specialists in chemistry, medicine and pharmacy. It maintains its unique position as a national work of reference."

The Prescriber says—"Neither medical man nor pharmacist can afford to be without the latest edition of *Squire's Companion*."

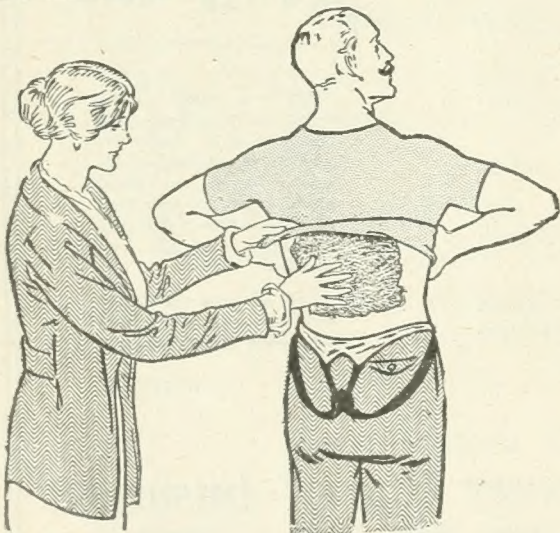
The Perfumery and Essential Oil Record says—"This useful volume cannot be too highly commended."

Leaflet and Quotations on
application

SQUIRE & SONS, LTD.
413 Oxford Street - London, W. 1.

Chemists on the Establishment of The King

Uncertain Weather means Certain Call for THERMOGENE



Our big advertising campaign now under way will help you to secure this steady, profitable trade—for your customers will know and ask for

THERMOGENE CURATIVE WADDING

—the modern scientific method of fighting chills and colds. A light, dry, fleecy, medicated wadding, that

GENERATES HEAT,

gives instant relief, and cures within a few hours—

Sore Throats
Neuralgia

Grippe
Rheumatism

Chest Colds
Lumbago, etc.

You can recommend it—for it is endorsed by thousands of doctors, the British Red Cross, the Navy, Army, and Hospitals everywhere.

Invented by the famous Belgian chemist, Vandenbroeck. British-owned and British-made by The Thermogene Co., Limited, Hayward's Heath, England.

Sales Agents for Canada

HAROLD F. RITCHIE & CO., Limited, 10 McCaul St., TORONTO





Quick Service—Satisfied Customers

A customer, upon entering your store for cough drops, immediately sees the attractive "silent salesman" box and decides that this is just what he wants. The transaction is a decidedly quick one, but—the customer never forgets the attractive box. National advertising has made this cough drop famous.

These cough drops yield a big profit without causing you to lose time from other sales or expend any special effort. And they retail at the popular price of 5 cents.

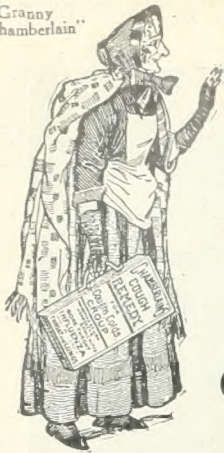
Prove these facts to YOUR OWN satisfaction by ordering a sample box from your jobber.

Canadian Distributors:

OLIVER-LEE LIMITED, Selling Service Corporation
95-97 King Street East, Toronto

MADE IN CANADA BY AROMINT MFG. CO., LIMITED, TORONTO

"Granny
Chamberlain"



CHAMBERLAIN'S Cough Remedy

It is known in homes all over Canada as a safe and reliable remedy.

It commands a steady and profitable sale. It is well advertised.

These are some of the reasons why alert dealers are keeping their stocks adequate to meet the brisk demand in the season lying ahead.

Chamberlain Medicine Co.
Toronto

"LAIT BEETHAM'S"
Reg'd **Larola**

is one of the most popular Toilet Preparations in England, and is specially suited to the extremes of the Canadian climate. It is invaluable for preserving the Skin and Complexion from the effects of exposure to the Sun, Frost, and Cold Winds, and always finds a ready sale wherever introduced.

ADD IT TO YOUR STOCK AND INCREASE YOUR PROFITS!

Sole Proprietors:

M. BEETHAM & SON - CHELTENHAM, England

FREE!

Full sized sample and liberal terms upon receipt of trade card or memo.

LUSTRESSA
REG. TRADE MARK

The Shampoo with the delightfully charming perfume.
A Seller Wherever Tried. No Soap Required.

C. A. STOKES & CO., LIMITED
24 Eclipsol Works, Bristol, England



Readers desiring information regarding where special lines of goods can be bought, should write and we will gladly furnish it.

The
Commercial Press, Limited

51 Wellington West, TORONTO

Good Equipment Increases Efficiency

Any advertiser of store equipment will be glad to answer enquiries from dealers regarding his line, while the editor of *The RETAIL DRUGGIST* will, at any time, be glad to offer suggestions or supply information in regard to store equipment.

Good equipment in the store works for larger sales and greater profit. It is going to play an important part in the successful conduct of business during the new era of activity we are now entering.

Every dealer should make a study at this time of his necessities in the way of store fixtures and business machinery. Our advertisements offer valuable suggestions in this connection, while every dealer should read the editorial department devoted to the subject.

PHOSPHOROL

3 boxes free with each dozen. Advertised throughout Canada and U.S.A.
Recommended and prescribed by physicians as a nerve-building tonic of the first grade.

THE SCOBELL DRUG CO.

91-93 Youville Square

Montreal, Que.

"The D & L"
TRADE MARK

PRESCRIPTION 1920

Improved Hypophosphite Medication in two forms
WITH SUGAR WITHOUT SUGAR

Large Size	\$12.00 per dozen
Medium Size	8.00 per dozen
Small Size	4.00 per dozen

Rapidly becoming the leading preparation of the Hypophosphites in use in Canada. Extensive and continued sampling to Physicians has brought widespread and increasing response.

Obtain your share of these Prescriptions by ordering a quantity to-day. Address:

DAVIS & LAWRENCE CO.

MANUFACTURING PHARMACISTS

356 ST. ANTOINE STREET - - - MONTREAL

Thermalym

\$3.25 per dozen

Medicated Absorbent
Wool Tissue
for

**Rheumatism, Lumbago,
etc.**

The Lyman Bros. & Co., Limited
TORONTO



"Now I'm all right"



"NORVIC" CREPE BANDAGE

(Reg'd)

SUPERIOR ENGLISH MANUFACTURE. FAST WOVEN EDGES

Extremely Elastic, but contains no rubber. Invaluable for binding. Displaces rubber and elastic web. More durable and one-third the cost. The Norwich Crepe Bandages, containing wool, will provide warmth, and do not absorb grease readily. Self-clinging and self-adjusting. Perfectly cleansed, sterilized, and resiliency entirely restored by washing in hot, soft water (with addition of a little soap). The edges will not fray out nor ravel. Made and supplied to the leading wholesale houses, neatly wrapped in labelled packages. Commended by the medical and nursing professions. Samples, prices, and full particulars are obtainable from:

THE NORWICH CREEP COMPANY (1856), Limited, St. Augustine's Silk Mills, NORWICH, England
Messrs. Snider & Bossons, Winnipeg. Mr. I. A. Snider, 13 Leader Lane, Toronto.
Mr. F. J. Bossons, Terminal City Club, Vancouver.

Of Interest to Every Canadian

Number One of a Series of Advertisements

Efficient service is the keynote of membership of
The Retail Druggist of Canada

—IN—

Canadian National Newspapers and Periodicals Association

—a highly constructive service—absolutely dependable and devoid of prejudice and personal bias. It means much to you!

The policies and principles back of this important service enable you to secure practical and impartial information of great value in business and in the home; and they assure a ready fund of literature of exceptionally high standard at all times.

To read the Association's Standards of Practice listed herewith is to understand what this Association means to you.

Standards of Practice

Canadian National Newspapers and Periodicals Association

THE Members of this Association shall dedicate their best efforts to the cause of business and public service, and to this end shall pledge themselves:

1. To consider first the interests of the Subscriber.
2. To work for truth and honesty in all departments.
3. To eliminate, in so far as possible, their personal opinions from their news columns, but be leaders in thought in their editorial columns, and make their criticisms constructive.
4. To refuse to publish puffs, free reading notices, or paid writeups, to keep their reading columns independent of advertising considerations, and to measure all news by the standard "Is it real news?"
5. To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function in the field which they serve, and then to strive in every legitimate way to promote that function.

This is Number One of a series of advertisements regarding an Association that typifies thorough-going Canadian stability. Read the forthcoming advertisements in the Magazines, and Agricultural, Business, Religious and Educational newspapers, and Technical newspapers.

Canadian National Newspapers and Periodicals Association
Office - 70 Lombard Street - Toronto, Ontario

MAJIC *Dye Soap* FLAKES

IN Toronto during the present month we are making a house-to-house distribution of coupons advertising Majic Dye.

These coupons also entitle the holder to one package of Majic Dye free, on the purchase of another package at the drug store.

This method of advertising is recognized as the most direct and quickest in getting results. During the week beginning March 14th we expect to have Majic displays in nearly 100 drug windows in Toronto.

Get in line to take advantage of this splendid advertising, and share in the sales and fine profits in Majic Dye.

Sole Agents for Canada

W. G. PATRICK & COMPANY, LIMITED

51 Wellington Street West

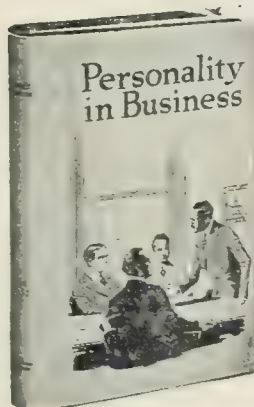
Toronto, Ontario

PERSONALITY IN BUSINESS

No one disputes the fact that a winning personality is a powerful factor in achieving success. Invariably the successful man has a personality that attracts. He finds it invaluable in winning confidence, in influencing men and women to his way of thinking, in handling employees, in securing additional capital when it is needed.

Every word that is uttered, every letter that is written, every move that is made reveals a personality that almost instantly repels or attracts.

But just what is personality? To what extent can it be developed?



Some of America's most successful business men are ready to answer these questions for you—such men as John North Willys, James Logan, Samuel Miles Hastings, and others. In "Personality in Business" they tell in their own words what personality has meant to them, how it can be developed, what a dollar-making asset it is when used to the fullest possible extent.

Use their methods for developing a winning personality, carry out the suggestions they make and you are almost certain to come into full possession of a power that will help you regardless of the position you occupy.

200 pages, 5 $\frac{5}{8}$ inches by 8 $\frac{3}{8}$ inches, bound in standard vellum cloth, gold stamped, illustrated **\$3.00**
Postpaid

THE COMMERCIAL PRESS, Limited

51 WELLINGTON W., TORONTO

Show Cases



A photograph of the Reddin Bros. store in Charlottetown, P. E. I., equipped with pyramid cases and The Jones Sectional Unit System, illustrating a modern efficient installation of store equipment.

Your Show Cases Mean Success or Failure

Correctly-designed Show Cases show more merchandise, and show it better—result, more sales.

Poor Show Cases discourage customers, and give the impression of inferior goods—result, loss of business.

Correctly-designed Show Cases enable the salesman to show stock more readily, thus saving his own time and that of the customer.

Poor Show Cases mean lost motion, wasted time, dissatisfied salespeople, and lost business. The Jones Show Cases are correctly designed. Send for catalogue.

JONES BROS. & CO., LIMITED

Drug Store Builders

29-31 Adelaide Street West, Toronto

D. O. McKINNON, General Manager

CHAS. CLARKE, Old Colony Club, Montreal

English Representatives:

SHARLAND & CO.
Eldon Street House,
London, E. C. 2

The **RETAIL DRUGGIST** *of Canada*

Publication Office:

51 WELLINGTON WEST
TORONTO

Phone—Adelaide 6426

PUBLISHED ABOUT THIRD WEEK OF MONTH PREVIOUS

JAMES O'HAGAN, Editor

Subscription Rate, \$1.50 per year in Canada, Great Britain and British Colonies; \$2.00 to the United States.

The Traveller is Your Best Friend

The opinion of a successful Toronto druggist pointing out the value of the traveller to the retailer.

RETAILERS are acquainted more or less with the commercial man—the man who comes into your store with a genial smile on his countenance, his hand outstretched in greeting. The chap who breezes in (as the saying is) and makes you feel that all is not lost, that the black cloud which has given you that morning grouch may still have a silver lining which can be turned inside out and allow the sun to shine. Only those who have been on the road know how hard it is to always maintain that congenial manner, that air of sincere friendship that is so necessary if successful business is to be the result. The traveller and his temper are rarely akin to one another. As you see him standing on the platform waiting for the train that is late, or on the street corner waiting for a car when the thermometer is registering zero, you would imagine if you looked into his placid face, that everything was running smoothly, business was good and that he was the most contented man in the world. On the other hand he may be highly incensed at the delay and may be inwardly scoring the railway for their negligence, although he never allows his feelings to reflect in his manner.

The Buyer's Attitude

Some storekeepers regard a salesman as their natural enemy, but luckily for both merchant and salesman these are in a minority. For a number of years, says a well known merchant, I was a buyer for a large store in the east, when chance put me on the road calling on the very class of men to which I formerly belonged.

It was right there I resolved, if ever I returned to the fold, I would try to make the lot of the travelling salesman easier. Fate did place me again in a buying position and the lesson I learned was indeed a good one. If a buyer wants to know just how it feels to be on the opposite side of the situation let him take a short trip on the road. The salesman is not the only loser by the refusal of some buyers to look at his wares. It is also well to remember when a salesman comes to town there usually are several stores that he can sell to, while, on the other hand, there is only one firm the merchant can buy this line from.

Some merchants make it a practice to see only the old favorite salesman, and a new man has no chance to sell a bill. This is not by any means fair to the hard working salesman; it is also not fair to the public.

A merchant who will give each man a pleasant smile and nod, who looks at as many lines as possible, and who tries to act like a gentleman, will be favored by salesmen, when they have jobs, or new goods to offer. It goes almost without saying that the pleasant buyer gets first chance at the plums, while the grouch surely will be overlooked. In a few weeks he will have the pleasure of seeing displayed in the windows of a rival store the goods that he might have had.

True Gentlemen Courteous

A true gentleman, of course, will treat every salesman with courtesy, but men who are the very soul of honor and as gentle as can be with the general run of humans, freeze up when they see the genus salesman, and become men of ice and stone.

Some stores have a rule that the buyer can only be seen in certain hours.

It is such a foolish rule that makes a salesman spend days in a city that could be worked in hours. This is the unjust part of it all. A salesman calls at a store that has for its buying hours, say from 8.30 to 11 o'clock; he gets in town at 9 a.m. and goes at once to the store that has this rule, finds there several men before him and at 11 finds he has wasted the day.

The excuse is given that if there were not certain hours a man would be looking at goods all day, and perhaps he would, but a good way which would overcome some of the difficulty would be to have two sessions, one at from 8.30 to 10 for the city men, and an afternoon session for the out-of-town men.

The Salesman's Work

The traveller's work is not easy, he has a hard row to hoe. When you think of all the classes and conditions of men he calls on, you have some idea of the stupendous task he has before him. It is necessary, first, that he sell goods or he will not hold his position long. To do this he must have faith himself in the lines he is handling, and talk about them in such a way that his customers will be convinced. He must have sufficient confidence in his own ability to bring his customers into a buying attitude.

Prejudice

There is a tendency among dealers to oppose the commercial man not so much because of the man himself but because they think they are pestered with too many of them. The writer, waiting in a retail store not long ago heard the remark passed when a

He passed the window to enter the store. "We are not going to buy anything from him." The traveller was a very gentlemanly fellow and still he was being opposed before he had even entered the store. This is not the right attitude as you will discover when you read the contents of the following interview:

Types of Travellers

Mr. Patton, a druggist at the Beach, when approached for an opinion on this question, began by saying that there were several types of travellers and it required careful attention to size them up. First, there is the pompous fellow who thinks that all he requires to sell goods is to be able to talk and approaches his customer in that frame of mind. Then there is what he described as the "smart aleck"—the chap who thinks he knows it all but rarely gets an order. The real salesman is always sincere, he knows his goods, you can place confidence in his every statement. He not only interests you but he convinces you by his frankness and ability to speak the truth. If he says that his goods will sell you can depend on them selling, provided you do your part and display them advantageously.

Learned by Experience

This retailer at the beginning found that he was quite often taken in by travellers who overestimated the selling qualities of their goods and to put it in his own words, "loaded him up." Now, however, he can size a traveller up and knows in the first few minutes of conversation whether he is going to place an order or not. This is a great advantage and one that can only be obtained by giving each and every man a hearing until you come to know them all so well that you can pick and choose between them. Never make the mistake of turning down a salesman because of his youth. Mr. Patton says "he often finds that the young traveller is quite sincere and often gives him information which he has found of great benefit in his business." The sincere man always gets the business. When you place an order with him and find the goods to be all that he said, and sell as stated, you are certainly going to show him how much you appreciated his call by giving him a repeat order. When you find a man like this, cultivate his friendship—he is the biggest asset in your business and will become your source of much valuable information.

His Influence on Your Business

A man who is covering the drug trade week in and week out is sure to pick up many valuable ideas which can be passed on as suggestions to the trade. He is really an information bureau because he is acquainted with all districts in the city and probably calls on the trade in small towns. In many cases an idea will be passed along which will prove a great asset to your own business. Mr. Patton makes friends of these men and says that he has profited by their experience to a great extent. Give them all a hearing, encourage them to talk and if an order is not given they don't mind that because they know whether you are in a position to buy at that time or not. Listen attentively to all a traveller has to say the next time he calls on you, and see if you cannot glean something from his conversation which will prove of value to you either right away or later on. Druggists are always looking for original ideas, or new methods of encouraging business. These, the traveller has been perhaps carried

out elsewhere and will no doubt pass them on to you. Then don't forget to do some of the talking yourself. Ask questions about your stocks, whether he thinks your store is attractive or not, what little conveniences might be installed in order to make shopping more comfortable for your customers. You will find that he is glad to help you, if he can, and do his part to try and make your business a greater success.

Mr. Patton concluded by saying—"It has often been the case that increased business has resulted through the influence of the traveller." It takes a big man to be a traveller of good repute, not only to sell his own goods but to be able to tell a merchant to stock some of his competitor's goods, because he knows they are genuine and there will be a demand for them. To the dealer who has never looked on this matter in the right light let us say: "Never miss an opportunity of learning something by dismissing a commercial man abruptly." He is the connecting link between your store and the outside world. He can give you information useful in your business which will help you to be a better business man. Treat him courteously at all times; cultivate his friendship; make his way a little smoother by meeting him with a cordial smile, and his appreciation will be great satisfaction to you, while his experience and foresight will enable you to lift your business to a higher plane.

TRADE CHATTER

December trade at wholesale and retail drug stores is reported to have been very satisfactory in those lines which may be classed as sundries and which include toilet articles, perfumes, etc. Buying by the public has been good and if it ran more to real utility articles than usual this was no more than what was expected and prepared for by many dealers. In the aggregate the volume of business was satisfactory. Travellers report that they find left-over supplies not large and these in some cases are confined to the larger packages and what might be called purely luxury goods.

In these lines as in some others, it is customary for some drug store managers to make a big selling point of goods suitable for St. Valentine's Day gifts. This year, perhaps more than any other in recent times, affords a good opportunity to push sales of useful articles as valentines as well as the customary cards.

With regard to staple drug lines, there has not been much change from one month ago. The mild weather as well as the general good health of the public continues to restrict sales of drugs and medicines to a minimum. As one large wholesaler remarked to the Retail Merchants Globe, "It has been a good thing for the general public, but has meant poor business for the druggists." However, there are always tonics, nerve foods and many patent medicines which sell at any time, and the fact that an open winter is often regarded as an unhealthy one has led many people to build up their systems by taking tonics as a safeguard against any contingency.

Prices are somewhat irregular, but a gradual decline is looked for in several departments. That this decline will be very gradual is predicted by those who ought to be authorities on the subject.

Make your ad "copy" sound like counter-selling talk. Aren't you talking to the people, or are you addressing yourself to space?



Phonographs and Records as a Profitable Side Line

Read the interesting account of how a prominent Toronto druggist is making a success of handling these goods.

SOME of the drug papers are advocating that phonographs and records are a valuable line in the small town store but are not applicable in the city where music stores are in evidence. Phonographs may not be a very fast selling line in the drug store but the record business is one it will pay any live, aggressive dealer to handle.

Evidence of Success

In an interview the writer had with P. A. Christie, a druggist located at the corner of Beach Ave. and Queen St. E., the value of phonograph records in the drug store was thoroughly discussed. About two years ago Mr. Christie installed this side line, and has since found it his biggest asset and one that not only increases sales but nets him a handsome profit as well.

His Unique Plan of Operation

Mr. Christie has put into operation a scheme for handling records which is both unique and easy to operate. At the back of the store is a booth built of beaver board and covered with a green oatmeal paper, which gives it a very inviting appearance. Inside the booth is a second and smaller room containing a handsome machine and a long cosy bench placed against the wall for the convenience and comfort of customers, while waiting to hear records played. The outer room contains the wall cases which hold the records.

The big feature of this booth is that it is almost entirely sound proof, which permits of a machine being played in the store to attract the public while those listening to the machine in the inner room are not in the least disturbed.

A Combined Check on Stocks and Sales

If a retailer intends to operate his business at a profit he should constantly check up on not only his stock, but also his sales. Mr. Christie's system of checking stocks of records is this:—he is supplied with a quantity of heavy paper containers in which he places new records as they come into the store. On the outside of these envelopes is placed the number of the record which they hold and all are filed numerically in the case. When a record is sold it is taken out of the envelope containing the number and placed in a thin paper cover for the customer. All envelopes taken from the racks are filed and the ordering of stock is done from the numbers written on these. This is first of all a check on the stock, as it records all that are sold as well as checking the sales. The system is easy to control; saves a vast amount of time;

keeps the stock right up to date, and renders a quick service for the customers, as any record can be located at a moment's notice.

Speaking of Phonographs

When asked if he sold many machines Mr. Christie replied: "Records are the big line with us, although we do sell an occasional phonograph." However the machines are a necessity in the store in order that customers may hear the records played. In this store one stood inside the booth for convenience in playing records, while the other acted as a drawing card in the store.

Personal Advertising

Mr. Christie receives each month supplements containing the name and number of all the new records and keeps these in a pile on a table for the convenience of customers, and requests the customers to take a copy home to be studied at leisure. When the writer was in the store Mr. Christie stopped a customer who had been listening to a record being played and was passing out of the store by remarking "did you take a copy of the February supplement?" The reply was in the negative. "Let me get one for you," he said, and the lady waited while a copy was being brought; thus the possibility of a sale in the near future was greatly increased. Customers admire attention and Mr. Christie is taking the right attitude to win the confidence of his customers and increase sales.

The Result of His Efforts

Mr. Christie's efforts are being crowned with success. To state his own words "there are dozens of people come into the store that I never saw before." Surely a line of goods that will bring people to a store, people who would otherwise have passed by the door, is worth handling. He further stated that the sales were large and quite profitable. In the words of his clerk, "it is the best side line in the drug business."

Mr. Christie is a very progressive druggist, carrying many profitable lines of goods which are in constant demand in the district where his store is located. Candy is played up strongly in show case and counter display, and he states "the demand is ever increasing." Another strong feature of the store is cameras. These are neatly arranged in wall cases and are easily seen by customers who come into the store. From time to time strong window displays are made of these goods which attract attention and increase sales.

(Continued on page 15)

Improved Show Cases Facilitate Business

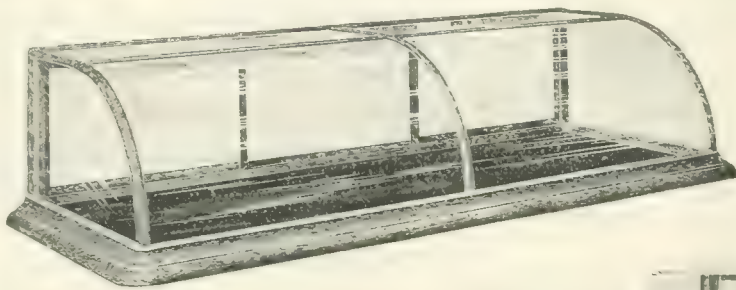
The new silent salesman is a great improvement on the old style case, in that it displays a maximum amount of goods to best possible advantage.

The druggist of to-day has greater improved facilities at his disposal for the efficient conduct of business than the dealer of ten or twenty years ago did. Take, for instance, the matter of counter cases for the display of goods. First, there was just the ordinary counter on the top of which was placed various lines that the dealer wished to feature.

This was not a satisfactory method of displaying goods either from the standpoint of sales or in the matter of profits, for goods thus exposed to the dust

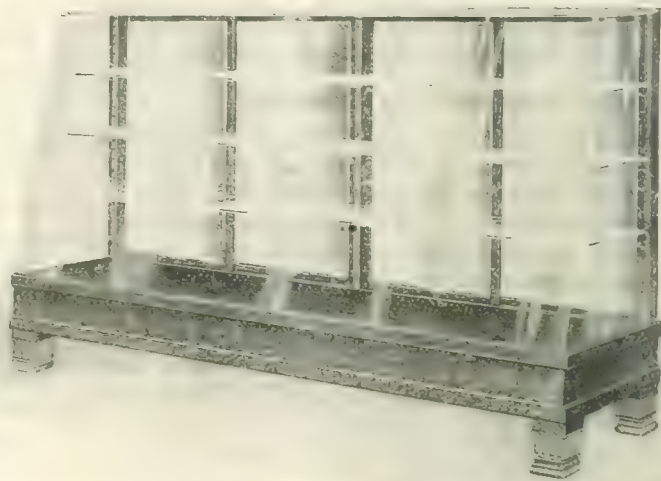
that is equipped with silent salesmen can be made most attractive in appearance. They also afford an opportunity for the proprietor and his clerks to make artistic and sales-creating displays—much more so than the old case which would only display a limited amount of goods and then not in the best manner.

With a battery of show cases of this nature the druggist can arrange a most attractive store of high selling power. The view of the store which we reproduce on the opposite page gives an idea of what can be done



The "Old" and the "New"

The two show cases shown here indicate the great improvement that has taken place in counter fixtures for displaying goods in the drug store. The new silent salesman not only enhances the appearance of the store but is a much greater factor in creating sales than the old-style case.



and dirt soon lost their good appearance—shop worn, in short—and frequently had to be sacrificed in order to be disposed of. Then, the oval-shaped case was introduced. This was an improvement in the fact that it protected goods, but in the matter of creating sales it was not much of an improvement over the old counter display.

In its place we now have the efficient silent salesman of to-day that not only protects goods from becoming shop-worn but which prove an important factor in the creating of interest in goods on the part of customers, as well as the direct making of sales. The name "silent salesman" is appropriately applied as many dealers who have used these cases in their stores will testify. Arranged so as to show a maximum amount of goods to best advantage they prove a real investment from the standpoint of increased sales.

One of the indirect values of the present-day silent salesman is the good impression it creates. A store

in this regard. The reader will readily agree that the store illustrated here is one that is likely to create a good impression and also sell the maximum amount of goods on display alone.

PHONOGRAPHS IN DRUG STORES

Drug stores seem to be the natural outlet for many of the new specialties outside the drug line, and as most of these things afford a fair profit and at the same time increase the volume of business, it is a most encouraging sign.

In the last three or four years, for example, there has been a very large increase in the sales of phonographs and things of that sort. In cities naturally this business gravitates chiefly to the music stores and specialty shops, but in the smaller towns it seems just as naturally to go to the drug stores. The same thing might be said of many other specialties carried as side lines in drug stores.

Druggists will do well to profit by the experience of a retailer who has made a success of handling these lines and examine their own business and see if they have not been missing untold opportunities to increase sales and boost profits.

If you think that phonographs and records are not profitable in a drug store, ask some of the retailers who are making a specialty of this line. The druggists should realize that any article that is in demand can be made a profitable line in the drug store. Just as one proprietor of a retail hat store said when asked why he had invested his money in a certain restaurant, "If I can sell buns and make one cent profit on each, my money is well invested," and so it is with the drug store. If a retailer can handle phonographs and all that goes with them and make a profit he would be very foolish to lose the opportunity.

Drawing Power

There is something very stately about the build of a handsome phonograph which will give that air of richness and refinement that every retailer should strive to cultivate in his store. Its fineness of texture and carefulness of design will make your store a landmark in the community. It will be your biggest drawing card and will attract many people to your store who would otherwise pass it by.

Phonographs Increase Sales

Phonographs are not only business getters but business builders. In the summer time you can attract business to your soda-fountain by preparing a programme

of records to be played during the evening and having it printed on your menu-card. People will drop in to hear the music and even if they do not purchase, the distinctive air about your store will impress them and they will want to come back. Gentlemen who are music lovers will come in to play a favorite record, purchase a cigar and enjoy a good smoke while the record is playing. Then the children love music. Encourage them to visit your store, for they invariably carry home to their parents a message which will assure you new customers. The phonograph will suggest many ideas of inviting new patronage which will ultimately lead to increased business.

Handsome Profits

There is indeed money to be made through handling phonographs and records. Your first expenditure may be somewhat heavy, but if you go after this trade with a keen ambition to secure it, you will find that it is very easy and worth while after the first cost, and your only regret will be that you didn't handle this side line sooner.

Many dealers have and are making a success with these machines. Why should not many others try their hand at it also. If the druggists are going to make 1921 a banner year, it will be necessary to get out of the rut and branch out into new lines and new methods. The phonograph offers an opportunity you cannot afford to overlook. Pick a golden apple off the tree of success by getting in touch with a wholesaler of phonographs and records and not only enhance the appearance of your store but cash in on this profit producing proposition.



These photos courtesy of Thomas Bros. Co., Toronto



Members of the National Cash Register Company's Hundred Percent Club. Each of these men secured 100 per cent. or more of his quota of business for 1920. The photograph was taken on the steps of the N.C.R. schoolhouse where the annual convention was recently held. There are 412 members of the 1920 club, and each man is a keen student of the problems of merchants and how to remedy them

The Hundred Per Cent. Club of National Cash Register Company

*Annual Convention of the Salesmen of The National Cash Register Company
—The past year's business and hopes for the future—"I will not fail."*

"We are optimistic, but we are going to back up that optimism with safe, sound business judgment."

This statement was made by J. H. Barringer, First Vice-president of The National Cash Register Company, in a talk at the convention of the Hundred Percent Club of that organization. More than 800 sales representatives from every big town and city in the United States and Canada were in attendance.

"Things are getting back to normal," continued Mr. Barringer, "and now is the time to plan for the future, and go forward. Good hard work is needed to bring about better business. The strength of this organization is in meeting conditions as we have always met them—with confidence and courage."

B. C. Forbes, editor of Forbes Magazine, and financial writer of national prominence, gave an interesting talk on business conditions. "Almost every fundamental condition in this country is making for sound, healthy, solid prosperity," he declared. "Whereas one year ago things looked pretty black, now one can look ahead and enunciate a message of optimism and encouragement."

"The readjustment is steadily going on. It has been completed pretty thoroughly in many lines. Certain staples have not completed readjustment, but we have turned the corner in many basic things."

Mr. Forbes predicted that money will very shortly get cheaper, and that ninety per cent. of our financial and industrial troubles have passed.

That the business outlook is bright was the opinion of Dr. E. J. Edwards, well-known financial writer, whose articles appear daily in many newspapers throughout the country under the name of 'Holland.'

"There is not one element in the United States today which points to permanent depression," he stated.

"The dawn of a new day is at hand. A normal prosperity will be enjoyed by all in the spring months.

"You cannot have such stupendous crops as those produced in this nation, and have real stagnation," he continued. "Look to the future with confidence."

Purpose of Convention

The convention was called to study the problems of merchants, and how to meet them. Considerable time was devoted to discussions on store systems and service to merchants. Representatives from several large stores were present, and told of systems used in their establishments, and the results obtained. Many valuable things were learned at the meetings that will enable the salesmen to be of greater service to merchants than ever before. Two new models of cash registers were also announced.

C. E. Steffey, General Sales Manager, declared that "the changing conditions which we have been passing through are like an acid test. We will be all the better for having passed through them. Business in 1921 will be better than it was in 1920. All that is necessary is to be on the job earlier, work longer, and produce more."

The meetings were unusual, in that all ideas were dramatized and presented in the form of plays and pageants. President John H. Patterson has always been an earnest advocate of teaching through the eye. The most spectacular feature was reserved for the close of the convention. When the curtain on the stage rolled back for the last time, the stage setting showed a stream representing the readjustment period.

The spectacular ending emphasized the fact that the country has passed over the reconstruction period, that sound conditions are here, and that 1921 will be a surprisingly good year for business.

Conditions in the Drug Trade

By FRANK HUBERT

Mr. Frank Hubert, in an article in the Manitoba Free Press on drug trade conditions, hits off the situation perfectly. He is apparently convinced after careful inquiry, that the druggist should carry on without anxiety about slumps in prices, or any other untoward event. After stating that profiteering in the drug trade is virtually impossible, and making some general comments about the drug business, he says:

Brushes come under the designation of druggists' sundries, and the market on them is firm. The situation is largely controlled by Japan, British and French brush goods are not back on the market to any great extent. The bristles are obtained principally from northern China, Siberia and Russia, and in all of these countries conditions are chaotic. The woodwork is done in Japan and the finished article shipped from that country. A prominent city druggist said he had received advice that brushes ordered last January would not reach Winnipeg until next January. He was offered the opportunity to cancel his order, if he wished, but the wholesale firm's advice was to accept delivery. They prophesied higher prices.

Bottle Cost Mounts

A factor of another nature, but one that enters largely into patent preparations, is the cost of bottles. A large manufacturing concern lately sent out advices that orders placed for 1921 supply of bottles indicated an increase in the cost alone of 30 per cent. Many bottles formerly came from Belgium. They were brought over to this country in great shiploads. But Belgium at present has no bottles for export. The cost of paper, used in cartons and wrappings, is also a big factor. There seems little likelihood of any easing off in the price of paper.

Alcohol has more than doubled in price in the last few months, and the end is not in sight. It is an important ingredient in the manufacture of drugs and the preparation of medicinal elixirs, patent medicines and toilet necessities.

Generally speaking, however, druggists say conditions are fairly satisfactory. Competition ensures fair prices to the public, and whatever reductions are made in wholesale and manufacturing costs are promptly reflected in retail prices.

The above quotation deals with three important articles—brushes, alcohol and bottles—which have a bearing on the Sundry, Patent Medicine and Pharmaceutical side of the druggists' business. What is said of chaotic conditions in Russia, Siberia and China applies with equal force in countries where crude drugs are gathered for the market. If we add to all this the slow return of chemical manufacture to normal, the sum total of the drug business is pretty nearly represented, and proves the position we have taken during the past few months, that there cannot be any violent slump in the prices of drug merchandise. The most of the declines reported from large drug centres have been due to financial pressure on dealers who were compelled to unload.

When the drug trade realizes the true situation, business will greatly improve, confidence is the price

factor at the present time. The druggist who will starve his business in the hope of buying lower will miss the mark.

HOW TURNOVER SPEEDS PROFITS

This article is specially for retail merchants—but others may get something worth while from it. The idea for this story came from Atlanta, Ga. This is how it came about: A man, politician, I think, gave vent to a violent tirade against prescription druggists. He had discovered that they made the to him—outrageous profit of 70 per cent plus.

In so many words he accused the druggists of Atlanta of robbing the public. But, in the sublime confidence of ignorance he overlooked the little matter of turnover.

Turnover is a term meaning the turnover of merchandise investment. For example, suppose I invest \$10,000 in merchandise and I sell it for \$15,000. If I sell \$45,000 worth of merchandise in the year, I have a turnover of three times for I turn over my original \$10,000 three times.

Now suppose my expenses on each turnover is \$4,000—that means that on each turnover I make \$1,000 for myself. On a three time turnover I make \$3,000 for my year's work.

You will agree that this is a modest living considering the business involved.

Now let us think of pharmaceuticals. The druggist has to stock a very big variety of pharmaceuticals, for he must be prepared to make up every prescription which the doctors send to him.

Some of these things may not be used more than once in a year, and then only a small portion of the minimum amount the druggist can buy. The result is that to give service he can turn over his investment in pharmaceuticals only once a year.

On the basis of the figures given above, the druggist would make only \$1,000 profit at the end of the year, for his investment would be turned over once only. Think of it! expecting the druggist to earn less than a good stenographer or bookkeeper earns. To make a decent return on his money he must make a higher percentage of profit. (Actually he makes more profit, for the other departments of his business such as candy have a rapid turnover.)

To make his \$3,000 on a one-time turnover (again assuming expenses are \$4,000) he would have to sell his goods for \$17,000 instead of \$15,000. In other words, he would have to mark up his goods 70 per cent, instead of the 50 per cent, necessary for a three-time turnover.

The percentage of profit depends on the rate of turnover. If I sell bread or newspapers where my turnover is 312 times a year, I can sell for a fraction of the profit needed on pharmaceuticals and even then make more actual cash profit.

Suppose I sell a dollar's worth of bread a day and make only 1 cent net profit. I tie up only \$1 of capital in bread and turn it over 312 times a year (there are 312 business days in the year). So that my dollar invested in bread earns me 1 cent net profit each day for 312 days in the year, or in cash \$3.12. The same dollar invested in pharmaceuticals would earn only 70 cents out of which all expenses have to be paid.

A fruit vendor may invest \$25 in bananas and hawk them along the street and sell out every day. He will make about \$6 net for his day's work, which is \$36

Multiply that by 50 and you find the banana-man gets \$1,500 a year for himself from his investment of \$25.

This profit is perfectly legitimate, just as is the profit of 70 per cent. or 100 per cent., which the druggist makes on pharmaceuticals.

Wherever you hear of "excessive" percentages of profit ask what the rate of turnover is before passing judgment.

If there is any phase of this matter on which my readers would like further discussion, write to me. I am eager to discuss those angles of business which will prove most helpful to my readers.—Prof. Harold Whitehead, in The Grand Rapids Furniture Record.

AN ADVERTISEMENT AND A CRITICISM

This advertisement was reduced from a newspaper space 11 in. by 12 in. It is a good sample of the style of advertising retailers should use to make suggestions to the trade at Christmas time. There are one or two points which might have given the advertisement still more prominence. If the name at the top had been in larger type, as "BRANDON'S," and in

ness, on the street, and in fact there is hardly a day passes that we do not hear something along the line of failure and success.

One would imagine from experience that this is a hard lesson to learn, but instead, it is a much harder lesson not to learn. If this be true, how do we account for the fact that when Susie fails to learn her lesson, or Johnny forgets an errand, they are scolded as though they had done some great wrong. When the preacher is apparently uninteresting at the service on Sunday, everyone agrees that since he has nothing else to do there is no excuse for his failure. Blunders are made in the business world every day, wrong letters are written, mistakes are made in the workshops, and we all regard these things as extraordinary and very surprising.

To Err Is Human

From the beginning of time people have made mistakes. Take the great war for instance—many valuable lives were lost through the blunders of the leaders. The commanders in the army, the petty officers in the navy, they all blundered. The French blundered; the Italians blundered; the Russians blundered; even the Germans blundered; in fact everybody blundered except perhaps the writers who told us how the war should and could be won. The truth is that despite our experience and knowledge we persist in regarding human blunders as something weird and unnatural.

We can not wholly abolish blunders. Children make mistakes and we should be prepared to rectify them. There are blunders made every day in business and they will probably continue to be made, and we should stop treating them as though they were wholly unavoidable, and cease from wreaking our vengeance upon the unfortunate blunderer as though he were some unnatural creature.

Some people will say that certain blunders are avoidable. This we admit, but we should never forget that being human ourselves places us consequently in the same boat. We do not wish to clear anyone from avoidable failure, but let us remember that we ourselves are human, the recollection of which will save us from many blunders in dealing with those who have made the blunder.

This is good advice for retailers. That clerk who seems to make so many mistakes may be a good fellow at heart and with a reasonable amount of encouragement will turn out all right in the end and prove an asset to the business after all.

PROMINENT STATIONER PASSES

Sir W. J. Gage, chairman of the board of directors of W. J. Gage Co., Ltd., Toronto, died during the past month at his home in that city. He was also president of the National Sanitarium Assn. of Canada.

The man who is too busy to know his trade is throwing a distinct advantage into the hands of his competitors. People like to be recognized and called by name where possible. They appreciate a personal interest. It ties them to a business in an unusual way. If you take an interest in your associates and employees and in your patrons, your associates and employees will also take an interest in your patrons and you will have strengthened your organization and your business relationship with the public in a substantial measure.

Christmas Shopping

Is Made Easy At BRANDON'S

This year our stock comprises a large and varied assortment of useful articles at prices that will appeal to the most economic buyer.

Christmas Cards and Seals

FRENCH IVORY
We are showing a larger and better selection than ever in greeting cards, tags, seals, labels.

Waterman's Ideal Fountain Pen

For Christmas

Neillon's Chocolates
These are without a doubt the best chocolates made. We have them in bulk from 50c a pound up.
Fancy Boxes from \$2.50 on
Fancy Boxes from 50c to \$2.50
A large assortment of other Christmas specialties.

Leather Goods

Fancy Boxed Stationery
We are showing a large assortment of Christmas stationery. We are showing a large assortment of useful articles at prices that will appeal to the most economic buyer.
Prices from 35c to \$2.50
Hymn Books, Prayer Books, Bibles, Books for the young people, Books for the home, Books for the school.

Ladies Stylish Purses and Hand Bags from \$2.00 to \$7.50.
Tight Wads, Wallets, Music Rolls, Collar Cases, at right prices.

Fancy Perfumes

Toilet Waters, etc.
We are showing a large assortment of Fancy Boxed Perfumes and Toilet Articles, ranging in price from 50c to \$4.50.
Dressing Creams and Manicure Sets
You will do well to examine our stock before buying.
1921 Office Journals and Forest Diaries will be out this week.

BRANDON'S

Agents for Daisies Out Flowers, Wedding Bouquets and Floral Designs.

PHONE 121 Our Motto: A Satisfied Customer

Sample newspaper advertisement of a successful drug firm

smaller type "For Christmas Shopping," it would have improved the copy. As price is an important feature in nearly all Christmas advertising, it should be isolated, and printed in type that can be easily read.

Retailers who have problems in advertising should submit copy to us and give us a chance to help. Also criticize the advertising pages of THE RETAIL DRUGGIST and let us have your suggestions as to how they may be improved.

IT IS HUMAN TO FAIL

One of the hardest lessons we have to learn is that it is just as human to fail as to succeed. But someone says, we all know this, it has been taught us from childhood. Our parents instructed us along this line of thought from our earliest days, our teacher drilled it into us in school; now we hear it every day in busi-

All-Round Efficiency in Retail Business Practice

Its importance and some examples and suggestions regarding ways and means of developing the quality.

By WILLIAM LEWIS EDMONDS

THE basis of success in business is efficiency. It is not efficiency in any one particular. It is efficiency all round. Specifically, the term means "the state of possessing adequate skill or knowledge for the performance of a duty or calling." Business being a complex affair it follows that he who engages in it must possess "adequate skill or knowledge" regarding its various ramifications and phases. No business man is perfect in all points. Some are very strong on one or more and weak on others. Many a business has been wrecked on this account. It is infinitely better that a merchant should be moderately equipped with the quality of efficiency on all essential points appertaining to business practice than to be a genius in spots and an incompetent in others. Where there is a partnership, and the one is strong where the other is weak it does not matter so much, because between the two an even balance is struck.

Skill in Buying

Skill in buying is a very important essential. In fact there are none more important. Since the advent of the department store and the mail order house it has become particularly so. Unless a dealer buys right he certainly cannot sell right.

A certain dealer known to the writer systematically studies the advertising columns of all kinds of journals and magazines in addition to those of his regular trade papers for the purpose of "getting on" to new lines which are being placed upon the market. By this means he frequently has quick selling new lines in stock before his competitors know anything about them.

Owing to the fact that in many lines of merchandise the department store is able to get upon the jobbing list of some of the manufacturers the regular retailer is no doubt to some extent laboring under a handicap. That can in some instances be overcome by collaborating with a group of his fellow retailers in the purchasing of quantities that will enable him to secure the larger discount. One Toronto dealer who has been doing this during the last three or four years in the purchasing of one big line has been able to enormously increase the volume of his business in this particular line.

But right buying is not always determined by the price which the retailer pays for his merchandise. It also implies buying in right quantities. A certain retailer doing business in a Western town could not at first understand why his profits, after he had been in business about three years, were a diminishing and not an increasing quantity notwithstanding that in volume his trade was steadily increasing. Eventually, however, through a suggestion thrown out by a friend, he discovered that the cause was in his stock. It had been accumulating faster than the volume of his busi-

ness had increased, thus putting an unnecessary strain upon his capital as well as diminishing the percentage of his profits.

Efficiency in Turning Over Stock

It is generally recognized by the most up-to-date retailers that the maximum of net revenue is secured, not by obtaining big profits on individual sales, but by moderate profits on a quick turnover of stock. Some years ago a dealer opened up a store on one of the main thoroughfares of a certain Canadian town. Although he had at the time reached middle age, he had all his life up till then been a clerk in a store a block away.

Instead of adopting the principle of moderate profits on a quick turnover, his policy was the opposite. As a result of his policy of charging a little more than the average of his competitors he soon earned a reputation in the neighborhood of being the highest-priced dealer in it. And although he was courteous to his customers and prompt in the delivery of his goods his business during the ten or fifteen years that he hung on to it manifested no signs of development. It was a sort of a runt.

Three or four blocks away from this man's store was that of another dealer whose methods were the very opposite. He was always on the lookout for new lines and new methods of doing business, and particularly those which would keep his stock "turning hand-springs." He studied striking window effects, made a liberal use of window cards done in crayon, and was a liberal advertiser in local mediums. He was in business about the same length of time as the other dealer, and when he retired it was with a competence sufficient to keep him in comfort for the rest of his days.

Opinions naturally vary as to the number of times stock should be turned over during the course of a year. The general manager of a large manufacturing concern doing business with merchants in different branches of trade, who takes a keen interest in the subject, sent a circular to his customers asking them how many times in the course of a year they turned over their stock. The answer he got from those in the grocery trade showed a range all the way from 6 to 26 times. Another investigator is of the opinion that nine or ten times a year is about the average turnover for retail grocery stocks in the country.

He is a wise retailer who year in and year out studies ways and means for increasing the frequency with which his stock turns over annually, for besides making more money in the long run he needs to employ less capital.

Efficiency in Advertising

Advertising is to business what steam or electric energy is to an engine. It keeps things moving. It may be possible to increase the annual turnover of

All-round efficiency is the factor which creates the all-round successful retail business.

stock without the assistance of advertising in the ordinary accepted sense of the term. But that it can accomplish his object much more successfully by calling advertising to his aid there can be no doubt. Where, for instance, would be the turnover of the department stores were it not for the advertising that is done?

There is a saying to the effect that all advertising is good, but that some is better. If the maximum of results from advertising is to be obtained it follows that it must be of the better description. There is probably, because of inefficiency in methods, about as much money wasted in advertising as in any other branch of business practice. Perfection in advertising, in order that 100 per cent. efficiency may be attained, is as impossible as in any other branch of human activity. But that it is possible to get a great deal nearer to it than is at present the custom there can be no doubt.

The basis of most of the inefficiency in retail advertising is obviously want of thought. Want of thought in the selection of mediums and want of thought in the preparation of copy. Before a dealer selects a medium he should ascertain the quality of the service it is able to render. It is obviously absurd to advertise axes in a medium whose readers are confined to members of sewing circles. I do not know that that has actually occurred. But I do know that advertising just as absurd has been done.

Two of the most dissatisfied advertisers I ever met were merchants who never gave any thought to the preparation of copy until the office boy called for it. And then their practice was to grab the nearest piece of blank paper at hand, whether it was white or colored, scribble down a few lines and hand it to the waiting boy. They called that advertising, and kicked because it did not bring results. Where would Paul's epistles and Macaulay's essays be if they had been dashed off in that way? Posterity would never have heard of them.

Advertising is in its essence selling talks in print. And about all a dealer has to do when preparing his copy for the printers is to put down on paper as concisely as possible that which he would say by word of mouth to the customer were he before him in his store. Any dealer can do that—if he gives due thought and consideration to the subject.

ACT TO AMEND THE PHARMACY ACT, CHAPTER 62

A large number of amendments have been made to this Act, which deal chiefly with the council of the Pharmaceutical Association. This is to consist of not less than seven nor more than twelve members, who are to be elected from seven electoral districts, into which the province is divided. The boundaries of these districts are given in a schedule to the Act. This council has similar powers as those possessed by the governing bodies of other associations of professional men, for their own protection and that of the public. It may register without examination approved persons who have diplomas or certificates from other recognized pharmaceutical associations, and also those who have attended a four years' course in arts and sciences and have been awarded a degree of bachelor of science in pharmacy by the University of Saskatchewan, providing that they have worked one year, either during the two senior years or after the completion of the course, in the drug store of a registered pharmaceutical chemist.

Apprentices, before being registered as such, must be of the full age of fifteen years.

Unregistered persons may sell paris green, hellebore, arsenate of lead, formaldehyde or carbolic acid, not exceeding a five per cent. solution.

Several amendments have been made to section 42, dealing with partnerships.

There are a number of sections in the Act regulating the sale of poisons in various ways. The penalty for the breach of any of these provisions has been changed, and is now fixed at not less than \$20 for the first offence, and for the second or any subsequent offence, not less than \$20 nor more than \$200.

DARING DAYLIGHT HOLD-UP

A daylight hold-up was staged recently in R. C. Post's drug store at the corner of Queen Street and Logan Avenue, Toronto. The clerk being alone in the store was asked by the bandit to fill a prescription, and while behind the counter was followed by the robber and forced at the point of a revolver to descend into the cellar and have his hands roped behind his back.

Thinking the clerk securely tied the bandit came up stairs with the apparent intention of rifling the cash register, but was disturbed in his work by the noise of the clerk who managed to free one hand and attract the attention of a customer by rapping on the cellar window and shouting. A policeman luckily was near at hand and on being summoned ran after the robber (who by this time had left the store) and placed him under arrest.

One of the attendants in the jail noticed the prisoner suffering from some form of seizure and summoned medical aid, but before a doctor could return with emergency remedies, the prisoner died.

Retailers during this crime wave which is sweeping the country should take all precautionary measures possible to protect themselves, their clerks, and their business.

THE JOY OF WORKING FOR WHAT YOU GET

Your father did not leave you a comfortable income, so it has been necessary for you to work out your own salvation in the cold, work-a-day world; but this may be a blessing rather than a handicap.

What would you have made of yourself if handicap after handicap had not driven you to effort after effort?

The man who has never had a desire that was not met does not get half so much real joy out of life as you do.

NEW ADVERTISING MANAGER OF GILLETTE CO.

A speedy climb in the business world is that of H. S. Beecher, recently appointed Sales and Advertising Manager for the Gillette Safety Razor Co. of Canada Limited.

Three years ago Mr. Beecher joined the Gillette organization. Though an experienced advertising man, he knew little of razors and their differences. To day he is Sales and Advertising Manager, and enthusiastic disciple of Gillette shaving and a maker of others.

The news of Mr. Beecher's appointment to the charge of the Gillette sales in addition to the publicity, will be received enthusiastically by the trade, and 1921 should prove to be a profitable year for the Gillette Safety Razor Co. of Canada, Limited.

The Retail Druggist of Canada

TORONTO

FEBRUARY, 1921

CANADA

A Word As To Optimism

During the latter part of last year we were all surprised to learn the attitude business men were adopting regarding the general trend of business. Even the newspapers were full of blue talk which, to say the least, was very discouraging to readers. Some people had adopted a very pessimistic view of things, and there are some who haven't lost that view yet. Rumors are riot to-day that business is bad, that the outlook for 1921 is most depressing, most of which has been brought about by the circulating of tales of woe, falsehoods, and the fact that those who circulated these blue ruin stories were not acquainted with conditions. At the present time we are glad to note that the newspapers have adopted the right spirit and are not only advising people to buy, telling them that prices are now settling down on an even keel, that it is foolish to hold off waiting for a further drop, but are also running articles from time to time pointing out the increases in trade along certain lines.

From the beginning of time people have always been influenced by one another, and if someone starts a story it is passed along without any attempt being made to verify the statements, and as often happens the whole tale is a hoax and all cause for anxiety is dispelled. These instances of uneasiness and worry can always be traced back to their source. A man meets his friend on the street and tells him of some place of business that has closed its doors. This is passed along until almost every one in the community has heard the story with several new items added until if the originator could hear it he would never recognize it as being the same story. When everyone is thoroughly concerned it comes out that the business has been undergoing change or the building is being decorated and the whole structure of the pessimists falls to the ground. However, these false attacks on the business world are not good for the general public. People as a rule are very sensitive and it takes them some time to recover from the effects of these misrepresentations.

* * *

Get Rid of Pessimism

The grain crop in Canada last year was the largest she has ever had. The Dominion abounds in raw materials, there is a fair supply of labor, and if there is not as much capital in the country as there might be, still the supply is by no means small. Take the Ontario bond issue that was offered last year for example. The original issue was \$6,000,000 and it was oversubscribed to the extent of \$9,000,000. We think this is fair proof that there is still some money left in this good old Dominion of ours. But this is not all. During 1920 it is estimated that \$4,485,000 worth of gold has been produced from the placer mines of the Yukon valley, says the Winnipeg Board of Trade Bulletin, and in the province of Manitoba alone there was produced during the year 75,000,000 gallons of milk and four million pounds of butter exported. Roumania has placed an order for \$9,000,000 worth of woollen textiles with Canadian manufacturers, says the

report. This should surely shame the business knockers, those fellows who go around with the long face turning joy into sorrow, who haven't enough backbone to set their teeth and go forward with all the possibilities of this new year before them and determine to assume the most optimistic views in the face of the real facts. Business is picking up, prices are levelling, work is gradually opening up, and if we look at things in the right light the country will pass through the time of trial and come out on the credit side of the business ledger in the end.

* * *

Conditions As They Are

We will all admit that business as a rule is quiet. The fact, however, is—why is it so? There are people who are waiting for lower prices, believing that the slight drop which took place some months ago will continue. Others have adopted a stubborn attitude believing that there are worse times ahead and are harboring their resources. The weather has had a certain effect on buying, being so mild there has not been the demand for certain commodities as there would have been had the weather been more severe. The question of economy has also entered into the ring. Some people are out of work and as a consequence are cutting down expenses. These are the facts; let us face them with a dogmatic spirit of confidence and we will find that there is much to be thankful for.

* * *

Eradicate Misrepresentation

The spirit of pessimism is the greatest foe that the average business man has to combat at the present time. Let us one and all determine not to countenance misrepresentation and combat the riot of rumor that still lingers with us. It is up to us as Canadians to stamp out this wave of doubt and falsification and to look to the future with every hope of accomplishing big things.

The sum and substance of this whole discourse may be summed up in the words of the Minister of Finance in an address recently at a Toronto convention, in which he said, "We are in a first rate relative position to-day if we will only take advantage of it. We are in the position that with our country intact, with our population increasing slightly already, but sure to increase more rapidly in the future by reason of the immigration drawn not only by the fertile fields of the West but by the great undeveloped resources of Canada everywhere, we are bound to see this country go ahead if the Canadian people will only save it so and unitedly determine upon it."

When we think of these things we cannot help but be optimistic, and this grand old spirit should prevail not only among manufacturers but retailers also. Sound the note of increasing prosperity in your store and you will be amazed at how quickly your customers will fall in line. Canada will be just what the people make her. Opportunities lie in every field of business

to make this country even more prosperous and to bring back again normal business conditions. Are you helping? Don't say "I am just a retailer, how can I influence business?" Your influence on your customers is a big factor, the enthusiasm with which they buy is increased or decreased by the manner in which you talk to them.

Take time by the forelock, resolve to do your part to stem the tide of pessimism, fill your own and the systems of your clerks with a strong determination to pin your faith to the resourcefulness of this country and strike out not only to produce the buying spirit among the people in your own community but to continue the fight until the ultimate end of normal business conditions has been attained.

Harold F. Ritchie Co., Limited Meet in Convention

One of the marked characteristics of the conference of the sales force of the Harold F. Ritchie Company, Limited, which was held last month at the King Edward Hotel, with representatives present from all parts of Canada, the United States, Great Britain, Australasia, China, Japan, and South America, is the spirit of optimism with regard to the business outlook. The general feeling of all the representatives in attendance as outlined in opinions expressed was that the period of depression had about run its course, and that a widespread renewal of business activity was due in the immediate future.

So extensive has the territory covered by Mr. Ritchie's sales organization become that the reports of the various representatives give a fairly authoritative view of conditions not only on this continent, but throughout the world. Attending the conference were 35 of the Canadian staff, 31 from the United States, and four representing the other fields covered.

Incidentally the development of the Ritchie organization constitutes one of the romances of Canadian business, and an evidence of the ability of Canadians to do big things. It is of purely Canadian origin and a large percentage of those connected with it are Toronto men.

Nineteen years ago a young man, whose principal possessions were a great deal of ambition, confidence in himself and the courage to back an opinion, came down to Toronto from Manitoulin Island and secured a position with a small local firm as travelling salesman. Three years' work for this firm gave him an idea of the possibilities of work in which he was engaged, and incidentally, because of the abilities he had displayed, earned him the title of "Car-lots" Ritchie. To-day he is the head of a sales organization believed to be the largest in the British Empire, and one which is expected within the next five or six years to become the biggest in the world.

Big Selling Force

Leaving his first employ, Mr. Ritchie entered the selling business for himself. About twelve years ago he organized the Harold F. Ritchie Co., Limited, to conduct the sales of a number of large English firms who were exporting to Canada, and whose

agencies he had secured. Of this company Mr. Ritchie was president, with W. J. Millsap and S. G. Amsden as directors. Since then there has been added to the directorate Charles M. Henning as secretary, and Ruthven Hay as sales manager.

This company's activities met with phenomenal success and a few years ago at the urging of several of the English principals, Mr. Ritchie established a similar sales force in the United States, organizing the Harold F. Ritchie Company, incorporated, with the head office in Toronto and the United States office in New York. In this firm was included E. B. Thauburn, as secretary, and W. A. Armstrong as sales manager of the American company.

In January, 1920, another extension took place and a third company, the British Harold F. Ritchie Company, was organized and under it sales forces are operating throughout the British Isles, Australia, New Zealand, Tasmania, the Philippines, China and Japan, and South America. Major T. T. Kirkby, of Winnipeg, is managing director of the United Kingdom organization; Capt. J. Ross Orr, formerly of Toronto, of the Sydney, Australia, office; J. L. Sheater, of Toronto, in South America, and D. C. Nixon, in China and Japan.

Mr. Ritchie's work has been marked by extraordinary ability as a salesman, as a director of methods of merchandising and as an organizer and selector of men.

WHY HE FAILED

Some merchants fail in business because they are satisfied with what they have. They reason that they are well-known in their community, therefore the people who want to trade with them will come to their store and buy their merchandise. At least, so says Selling Helps to Live Druggists, which proceeds to say:

In past years people patronized a certain store from force of habit, but modern merchandising methods have succeeded in breaking this habit. The better class of buyers are now patronizing the progressive store. Here is a case in point:

In a substantial city of 15,000 population the leading department store had enjoyed the best trade of the town for many years. The proprietor, in his contentment, withdrew his advertising from his local newspaper and limited his publicity work to an occasional circular.

He refused to modernize his store and bring it up to date. Soon the people of his community began to do their shopping at the State capital, a hundred miles away, and elsewhere.

Then two of the smaller and younger merchants got together and combined. They hired a wide-awake merchandise manager closed out their odds and ends, moved to a larger building and adopted the methods of metropolitan stores.

Within a year the old established merchant moved into a smaller building, and six months later he was a voluntary bankrupt.

This example may be applied to the drug or any other line of business. Modern methods must prevail. In the great war of competition only the fittest can survive.

A. E. Douglas, druggist in Welland, suffered loss recently through fire.

NEWS OF THE TRADE

FROM COAST TO COAST

British Columbia

D. J. Buckley is now manager of the Princeton Pharmacy, B. C.

E. Yarwood has purchased the drug business of H. Polonis of Squamish.

Austin McDonald has taken a position with the Vernon Drug Co., Vernon.

Cecil McDonald, with J. H. Clements, Kamloops, spent his vacation in Vancouver.

F. J. Tennant of Vernon, (B.C.) Drug Co., spent his honeymoon visiting coast cities.

J. Scott has purchased the business of the Cranbrook Drug & Book Co., Cranbrook.

Donald Whatham, Kelowna, is taking a course in Pharmacy at the Vancouver Academy.

O. C. Jeffries, a recent arrival from Swift Current, has taken a position with J. H. Clements, Kamloops.

H. F. Morrow, recently with D. E. Campbell at Victoria, has accepted a position with the Powell River Drug Co. at Powell River.

Alberta

We extend congratulations to Chas. Bransgrove of the Edgerton Pharmacy, who has recently joined the order of benedicts.

Patterson of the Camrose Drug Company, has returned from the East, where he was called by the sudden death of his brother.

The Alberta Pharmacy, Edmonton, under the management of Mr. McClay, has enlarged their store to double its previous size and has now one of the finest drug stands in the city.

We are pleased to note that W. E. Hayes who formerly managed the Hayes Drug Store, Edmonton, has again returned to Alberta, and has purchased from Dr. York, the City Drug & Book Store, at Provost.

M. Sutherland of Fort McMurray, spent the Christmas vacation at his old home in Ontario. It was his first visit East for several years. Mr. Sutherland anticipates an unusually busy summer at Fort McMurray, and is getting prepared to handle the business which is sure to be a result of the rush of oil seekers into the North country.

Winnipeg

MacFee's Drug Stores, Ltd., Winnipeg, have been incorporated by Manitoba charter with a capital of \$10,000.

Ontario

The Woodall Medicine Co., Toronto, has been registered.

The L. K. Liggett Co. have taken over J. D. Meker's drug business at Guelph, Ont.

W. G. Evans of St. Marys, Ont., and lately of Toronto, has become attached to the staff of R. J. Easson, Stratford.

C. L. Penfound has severed his connection with The Hooper Drug Co., Toronto, and has taken the position of dispensing chemist with Mr. J. P. Bond, corner of Hunter and George Streets, Peterboro, Ont.

The Quaker City Chemical Co. of Canada, Ltd., Hamilton, Ont., has been incorporated with a capital of \$50,000, to manufacture and deal in soaps, oils, dye stuffs, etc. J. M. and O. F. Zurn, J. L. Wilson, W. J. Rieger and C. J. Curran, all of Philadelphia, are prominent directors.

Jno. F. Taylor, who recently opened a new store at Birch Cliff, on the Kingston Road, Toronto, where he has been living for some time, has built a very handsome block on the corner, occupying the corner store himself as a drug store, and renting the other stores in the building. Mr. Taylor appears to have the happy faculty of picking out the right place to start a drug store, and wherever he goes, the business seems to follow him. We have no doubt that he will meet with his usual success in his new stand.

Quebec

The Pharmacie Boucher has been registered at Montreal.

W. W. Barry, president of the Sanatogen Co., Montreal, is dead.

J. G. E. Dufresne of the Anglo-American Specialties Co., Montreal, is dead.

W. Lessard's drug store at Montreal was damaged by fire recently.

A. Gelinas, druggist, Montreal, has had his business registered.

The Drug Specialties Co., Montreal, has been incorporated as manufacturers.

E. Leonard, druggist, Montreal, has incorporated his business.

Jos. E. Couture, druggist, Longueuil, Que., has had his business registered.



An interior view of the Grand-Olive Drug Store, St. Louis, showing an excellent layout for a modern store. Notice the splendid arrangement of show cases and soda fountain. The entire view radiates that atmosphere of spotless cleanliness which makes the store both pleasing to the eye and inviting to customers.

DRUGGIST GAINS PROMINENCE

Samuel Lyness Howe, a financier in Vancouver, B. C., is one of those men who rose rapidly in this world in spite of every opposition. He was born in Grey County in 1864 and left school in 1881 to become a member of the post office staff at Meaford, Ont. He resigned his post office position early in February 1882 and apprenticed himself to W. W. Stephens, drug-



SAMUEL LYNESS HOWE

Courtesy of International Press, Limited

gist, Meaford, Ont., where he remained until 1885. When he graduated in this year he spent a year in the drug business in Detroit, Mich., and then returned to Canada, bought out a drug business in Thornbury, Ont., and stayed there until 1896. Mr. Howe left the drug business and engaged in real estate and financial business and has risen rapidly, becoming an important figure not only in the county where he was brought up, but also in the province of British Columbia.

APPEALING TO DIFFERENT TYPES OF CUSTOMERS

Customers are literally "men of many minds." For purposes of analyzing their mental characteristics in the making of purchases they may be divided into three general classifications. These may be designated as the "head type," the "heart type," and the "body or temperamental type." The alert salesman is quick to recognize each type by the early expressions of the customer in answer to the first efforts to interest him in a new line of goods.

The "head type" is the man who, while examining a product to which the salesman has called his attention, clearly discloses his mental tendencies—

his reassuring personality—in such observations as: "I know it is a pretty good article, but I cannot understand why you should ask that price for it. I have no doubt it will do what you say it will, but I think it is too expensive." The distinguishing note throughout this man's expressions stands out in his emphasis of the terms "I see," "I know," "I think" and "I understand."

In handling this type of customer the salesman emphasizes the value of the goods, laying special stress on the durability, the guarantee and the quality of the material. Those are the points which have been most successful in meeting his arguments. The analytical mind reasons from cause to effect and back again in logical fashion. He must be appealed to in terms he best understands.

Then, in the case of the "heart type," the man whose feelings govern very largely everything he does; he also unconsciously refers in speech to the nature of his own mental powers and dominant influences. His argument finds expression in such phrases as "I don't believe," "It seems to me," and "I feel that—."

This type is very frequently won by bringing out points of beauty of the article the druggist wishes to sell him, pointing out the way it will harmonize with something he already has or is getting. Such people usually have hobbies—something they love better than themselves—or mere financial interest. They may be won by showing heartfelt interest in the things that appear to deeply concern them. They are of the sympathetic type and can be appealed to through the medium of sympathetic expression.

Handling the Difficult Type

The handling of the "body type"—he of the vital temperament—requires much more diplomacy, and of a different kind than that necessary to sell the other types. This type is frequently inclined to be disagreeable to the salesman. To this type belong most of those customers termed "grouches," who strike terror to the heart of the timid and inexperienced salesman. Often the effort of the salesman to interest him is met with the bluff assertion that he does not wish to talk to you, that he wouldn't buy such an article.

Since he intends to be shocking in his rebuff, some salesmen have found it good policy to give him a surprise or shock in return. Sometimes the shrewd salesman will begin by arguing with him in a judicious manner, finally leading the man to turn a complete somersault, and obtaining his order after having agreed with him at the beginning he "wouldn't buy anything in that line."

Other salesmen have been very successful in handling certain persons of this type by meeting bluff with bluff.

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The "BLACKSTONE" is well wrapped—uniformly so. This makes it easy to sell.

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CAMERAS *and* PHOTOGRAPHIC SUPPLIES

A department of means and methods of increasing business in cameras and photographic supplies

A Photographic Department is an Asset to the Druggist—By A. H. Boyd

THE drug store of to-day that does not have a photographic department is not getting its fair share of business. Some retailers will probably be surprised at this statement but it is nevertheless true. The reasons advanced are, that there is no line of goods which pays a better profit than cameras and supplies—33 1/3 per cent. or more with a possible turn-over every two months; there is very little if any depreciation of stock, and when a customer is sold a camera the profit doesn't end there, for he is going to need supplies without which a camera is useless. Films, papers, chemicals for developing, printing frames, mounts, they are all sure to sell to every person who owns or buys a camera. A photographic department is also a business builder because it attracts all classes of trade, and in fact reaches certain people that the druggist could not otherwise hope to reach—a class that represents the greatest buying power in the community, as well as the class whose patronage means profits for the store.

They Are Easy to Sell

Photographic supplies and cameras are very easily handled, being so compact that very little shelf or counter room is required to display them effectually, and then they sell themselves. Cameras especially are so well advertised that people probably know how to operate them (especially the less expensive kind) before they even purchase one. Then people appreciate the pleasures and enjoyments photography affords, and are easily influenced to buy at any season, because the sale of these goods is not confined to any one season, but is applicable to all the year round. Photography at any time of the year is equally enjoyable and each season makes a separate appeal to the amateur, the monotony of any one style of picture is thus eliminated and much scope is afforded the ambitious photographer to make pictures both interesting and attractive.

The Retailer's Assistant

A word in season about the helps and literature that is distributed broadcast by the manufacturers of these goods. Retailers should take advantage of these to help in their displays because they are usually much more attractive than the ordinary run of window and counter trims sent out to the retail trade. An article appeared in last month's issue of this paper and gave addresses where these helps could be obtained. Hunt it up. Read it. Surely these advantages should be sufficient incentive to any aggressive retailer to take advantage of this opportunity to install a department that besides putting money in his pocket, adds to the attractiveness of his store and builds up confidence and good will among customers.

Do Your Clerks Discourage Customers?

Quite frequently the loss of a sale lies entirely with the clerk and is the direct result of his lack of foresight in not being able to anticipate the needs of the prospective buyer. One of the greatest assets in sales-

manship is the ability to understand the customer and the best method to adopt in order that a sale may result. Many clerks fall down in that they think the high-priced article should be pushed with more than average vigor and customers are often discouraged by the price of the article and leave the store because the high-priced article was the only one recommended and they could not afford to invest.

A Lost Opportunity

The average customer entering a drug store to purchase a camera is not acquainted with its mechanism to any greater extent than the loading, and perhaps operating the shutter, but they do know a great deal about the price they can afford to pay for one. Salesmen sometimes forget that the price of an article may be the only point that is hindering the sale. The customer is convinced that a high-priced camera is superior to any other, both from the viewpoint of quality and appearance, but if he is not in a position to pay for it, and the salesman presses the point, instead of recommending one better suited to his (the customer's) pocket book, the customer will ultimately leave the store and no sale will be rung up on the cash register. Retailers should watch their clerks keenly and see that these lost sales (as far as is possible) are avoided.

To Be Explicit

If a customer enters a store to buy a camera he knows about how much he can afford to pay for the article. The question immediately arises: "Is it to the store's advantage to have a clerk insist that an investment be made in an expensive article?" In the majority of cases it is not, because an amateur buying a camera is not willing to sink considerable money into a high-priced machine when he can get the results he desires with a less expensive article.

Advice to Clerks

When showing cameras to your new customer, lay out for his inspection a goodly array of goods at various prices. As you uphold the outstanding features of each, keep your eyes on his face and try to find out in which grade he appears to be interested. As you mention the price of a rather high-priced folding type, watch carefully if his gaze does not roam back to the cheaper box camera. If it does, concentrate your selling efforts on that article and the sale will eventually come. Do not make the mistake of belittling an article because it is inexpensive. Remember your customers are human; they hate you to think they are cheap because they do not invest in a high-priced camera, and if you insist in trying to sell them one, they will become discouraged, make some excuse and leave the store. Never say to a customer who hesitates to buy the article you are recommending: "If you object to the price, I can show you, etc." Customers immediately draw in as it were, just like a snail when something harmful is near at hand, and you leave the impression that the customer is cheap

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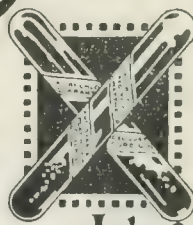
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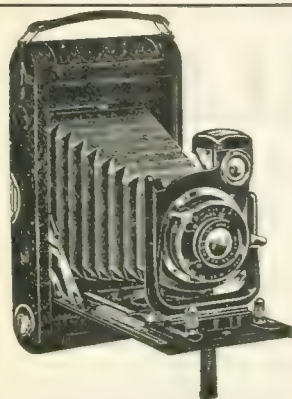
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and rather than humiliate themselves in your presence, they leave the store although that cheaper article (as you chose to term it) was exactly the thing they wanted.

Making Profits for Your Competitor

You will wonder what happens to a customer leaving your store in this frame of mind. Nine times out of ten they will go over to your competitor's store. Your clerk made the customer feel that he would be ashamed to be seen carrying the camera he could afford to buy, but which the clerk placed in a false attitude and classed as "cheap." The outlook in this other store is probably very different. Probably the minute the clerk begins talking the customer is impressed and become enthusiastic. He is interested in the buyer right from the start; shows him a varied display of cameras; points out the features of the expensive articles; sees that the customer's eyes are constantly on the box variety; interests him in this class of machine; tells him that it takes an excellent picture, that it is carried by respectable classes of people, and is easy to operate. He will load it and hand it over complete with a little book of instructions and the sale is completed.

A Word on Salesmanship

Half the battle is in not only knowing your goods but being able to understand your customer. The clerk who can anticipate the needs of the customer

and supply an article to meet that need has gone a long way toward being a first-class salesman. It is not always to the retailer's advantage to sell the more expensive article. The customer might easily be induced to invest but would never be satisfied. He would be afraid to come back to that store for fear he might again be talked into something he couldn't afford. When you try to sell the high-priced goods first, and then come down to the cheaper grade the customer feels ashamed and is dissatisfied with them because he has been persuaded that the others are superior. Show all your goods at the same time and try to judge which line the customer is really interested in. Encourage the customer; sell him something, even if it isn't the most expensive, but make him feel that you are really interested in his needs by making helpful suggestions. As a result of your efforts in thus selling a camera that is satisfactory in itself, and pleases the customer as well, you are assured of his continued trade in films, papers for printing, and many other photographic supplies which he may need. Moral: "A satisfied customer is your best advertisement."

ELLIOTT'S BOOK ON HELPS IN PHOTOGRAPHY

Many dealers who are planning the extension of trade in photographic lines will no doubt be interested not only in what are the best lines to stock, but where they can obtain helps enlightening them on the sub-

ject and pointing out the difficulties which will arise and how to overcome them. We have received a very interesting booklet from Messrs. Elliott & Sons Limited, Barnet, England, entitled "Helps for Beginners in Photography," which is very nicely gotten up and contains a lot of helpful suggestions for amateurs in this art.

Ignorance is the cause of many failures in the art of picture taking. The amateur is not sufficiently familiar with the different grades of materials, the effects of light, the length of exposure, etc., with the result that, if some form of assistance is not forthcoming, he gives up in disgust. These helps gotten up at a considerable expense by firms who handle photographic goods teach the beginner to handle things carefully and skilfully and to practice the most scrupulous cleanliness, never omitting the point that he must work according to method and follow instructions.

If there are any interested dealers who desire to obtain a copy of this booklet of Elliott's we will be glad to secure you one free of charge on receipt of your name and address.

BAYER GUARANTEES ASPIRIN SALES



"You are buying 'prosperity' when you stock 'Bayer Tablets of Aspirin' for you are sure of a 'quick turnover' by selling the product that is in the public mind, eye and confidence," says Bayer.

The tremendous power of advertising, bigger than ever, is thundering away behind Bayer. There isn't the sign of a let-up in vigorous effort to send Aspirin customers into drug stores to ask for "Bayer." Bayer co-operation is of that persistent, continuous, helpful kind that makes it a profit-swelling joy to sell Bayer Tablets of Aspirin.

"There will be just as much headache, colds, rheumatism, neuralgia and pain as ever," says Bayer, "so don't let your stock of 'Bayer Tablets of Aspirin' run down. Stock double. You can't lose! We guarantee the sale absolutely. You can get your money back on any unsold goods, just what you paid for them, any time you want it."

The "Bayer Cross" has a double significance. It safeguards the druggist against loss and it insures him the lasting good will of customers who want genuine Aspirin, prescribed by physicians for over twenty-one years and proved safe by millions.

The best way for a druggist to get his full share of real profit out of the fortune that Bayer spends for advertising—some of it for big ads in the druggist's home newspapers—is to show a Bayer window display in colors. That lets the people of your city know that yours is a Bayer store. Write for one of these sure business-getters to-day. Address The Bayer Company, Limited, 52 Sandwich Street, Windsor, Ont.

TELL YOUR CLERKS THIS

"When a Diamond Dye customer is not certain whether her material is silk, wool, linen, cotton or mixed goods, sell her cotton dye in white envelope," is the important sales-suggestion which Wells-Richardson has sent to every American druggist between the oceans.

Diamond Dyes for cotton, linen and mixed goods will also color wool and silk in the same dye bath better than any so-called "All-Purpose" dye on the

market, and this fact is being pounded home with all the fervor of truth backed by a half century of successful experience.

"But"—and Wells-Richardson here make this biggest touchdown—"No dye that will color cotton, linen and mixed goods successfully can give the same rich shade to a material that is all wool or all silk as is obtained by the use of our Diamond Dyes for wool or silk in Blue Envelope."

Forty-one years ago the world's most famous chemists discovered that to get the same brilliant colors for different materials, vegetable fibre required one dye and animal fibre another dye. That is why "Diamond Dyes" is the best of any dye in the world.

Druggists make the most profit by selling "Diamond Dyes." No dye-deal on the market yields as much real money with so little selling effort as Diamond Dyes. You make more on the entire deal and more on each package and you are positively insured against any loss.

With every gross order druggists get one dozen packages free. Sale of Diamond Dyes is guaranteed, but if for any reason sale is slow, druggists can get their money back on all unsold goods any time they ask for it. Also in the inconceivable event of any reduced selling price, druggists will be fully protected by a refund of the difference between the price they paid and any lowered cost. Druggists can not lose on "Diamond Dyes."

FLASHLIGHT POWDER CAUSES DISASTER

Slight damage was done to the building of the National Drug Co. of Canada Ltd., Montreal, through an explosion which occurred in the boiler room when one of the firemen threw a handful of flashlight powder into the firebox. The experiment was attended with grave results, one man being instantly killed and three seriously injured. No fire followed the explosion.

You have something to look forward to, and take pleasure in the contemplated experience.



SHADEINE FOR COLORING GREY HAIR

This popular article is largely advertised and stocked by all Wholesale Houses
 Lyman Bros. Co., Ltd., 71 Front St. E., Toronto
 Parke & Parke, Ltd., Hamilton, Ontario
 The Shadeine Co., 58 Westbourne Grove, London, W., England

Warning to Chemists

The original Dr. Ridge's Food is manufactured only at The Royal Food Mills, London N., England.

Wholesalers and retailers should bear this in mind when ordering, and beware of imitations. Dr. Ridge's Food has over fifty years reputation and is recommended by Doctors, Nurses and Mothers in all parts of the world.

Dr. Ridge's Food makes milk more digestible and nourishing and is invaluable for Infants, Growing Children, Invalids and the Aged.

The demand for Dr. Ridge's Food is rapidly increasing, and every store should hold a stock, but it must be the genuine—The Dr. Ridge's Food manufactured at The Royal Food Mills, London, N., England.

When Customer Is Not Certain Which Diamond Dye She Needs—

Sell Her Cotton Dye in White Envelope

Diamond Dyes for Cotton, Linen and Mixed Goods will also color wool and silk in the same dye bath better than any so-called "All-Purpose" Dye on the market.

But no dye that will color cotton, linen and mixed goods successfully can give the same rich shade to a material that is all wool or all silk as is obtained by the use of our "Diamond Dyes for Wool or Silk" in Blue Envelope.

Inform Your Clerks. This is Important,

THE WELLS & RICHARDSON COMPANY, *Limited*, Montreal, Quebec

The Cost of Advertising

Pertinent Observations from the Vancouver World

WHEN a merchant decides to increase his expenditure for advertising he does so with the purpose of reducing selling costs, not increasing them.

If we admit that advertising expense is a part of selling cost, it may be reasonably asked as to how selling cost is to be reduced through adding to it?

A merchant has an overhead cost to meet which does not vary greatly in periods of dullness and activity. He has about the same operating expense to meet in a week when he does business to nearly maximum of capacity as in a week when he does half as much business. His profits must come through keeping his stocks moving—through frequent turnovers—through the greatest possible volume of sales in a given period.

Failing to make a certain volume of sales, the merchant's overhead must be earned by a higher profit on each sale—or it cannot be earned at all. With the volume of sales falling below the margin of safety, low prices become impossible.

In the same manner, as the volume of sales climbs to nearly the maximum of capacity to handle, profits on each sale may be steadily reduced—and yet net a proper profit above operating costs.

An increase of advertising expenditure is always made in order to develop a larger volume of sales. Increase of advertising expense, up to the point where

turnover is at full capacity, works logically toward steadily reduced profits on each sale. It is through this process that the customer profits through a merchant's increased "selling cost."

HINTS TO BUYERS

The druggist who is endeavoring to put into his sales the punch that spells success will do well to have on hand a complete stock of marketable goods.

Messrs. J. G. Ingram & Son Limited, London, England, are prepared to ship a limited quantity of Seamless Enemas to Canadian dealers. These are registered under the Ingram patent and are guaranteed not to split, have no metal parts, fitted with aseptic glass pipes and valves and are made from best quality rubber. They are sold under the following trade names—Adaptable, Eclipse, Sterilendum, Zebina, Atalanta, Utilema, Zenith and Perfex. They are lines no dealer can afford to be without.

Some other Ingram products are "Patent Band Teats," made to fit any boat shaped bottle. They are manufactured under the "Agrippa" patent, the chief feature of which is the extraordinary gripping power produced by a band of rubber on the interior which adheres so closely to the bottle neck that there is no danger of slipping. They are hygienic in every sense of the word, the rubber withstanding actual boiling and does not deteriorate with use. Made of finest quality rubber in black or transparent they are a satisfaction to everyone.

You know that you do not enjoy lots of little things now when you find them too easy to get.

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetalid, lb.	\$1.00	Aluminium, Acetotartrate, oz.	\$0.25	Ashes, pearl, lb.	\$.60	Boroglycerine, oz.	\$0.15
Acetone, pure, lb.95	Bromide, oz.50	Pot., lb.50	Bromine, oz.20
Acid, Acetic, B.P., lb.22	Chloride, pure, oz.15	Asphaltum, lb.	12	C.P., oz.60
Acetic, 99 1/2 p.c., lb.65	Metal, oz.25	Atropia, pure, 15 gr. bots., each	2.00	Chloride, oz.50
Arsenious (Arsenic), lb.20	Nitrate, pure, oz.15	Sulphate, 1/2-oz. bots., per oz.	17.00	Bromipin, 1/4 lb., lb.	4.30
Arsenious (pure), oz.10	Sulphate, pure, oz.15	Balsam, Canada, lb.	2.40	Tablets, box of 25 each65
Arsenious (red lump), oz.05	Alumol, oz.75	Copaiba, Amer., lb.95	Bromoform, oz.40
Benzoic, from Gum, oz.	1.10	Allypin, 15 gr. bot., each25	Copaiba, English, lb.	2.30	Bromural, oz.	4.00
Benzoic, from Toluol, oz.20	Amidol, oz.	1.00	Peru, oz.25	Broomtops, lb.50
Boracic Crystals, lb.30	Ammonal, oz.	1.65	Tolu, oz.25	Cadmium, oz.50
Baracic, pulv., lb.30	Ammonal, tablets, oz.	1.65	Bark, Ash, prickly, lb.35	Bromide, oz.25
Butyric, oz.50	Ammonium Acetate, oz.20	Bark, Angustura, lb.	1.10	Chloride, oz.30
Cacodylic, 5 gr. bot. ea.30	Benzoate, oz.35	Bayberry, lb.90	Iodide, oz.55
Camphoric, oz.90	Bichromate, oz.20	Canella, lb.35	Nitrate, oz.25
Carbolic, 1 lb. bots.60	Borate, oz.20	Cascara, lb.40	Sulphate, oz.30
Carbolic, 5 lb. tins, lb.55	Bicarbonate, oz.15	Cascarilla, lb.75	Sulphide, oz.50
Carbolic, 10 lb. tins, lb.52	Bromide, lb.85	Cherry, black, lb.30	Caffaine, oz.	1.00
Carbolic, crude, Com'l., gal.85	Carbonate, lb.25	Cotton Root, lb.30	Benzoate, oz.	2.10
Chromic, pure Cryst. oz.25	Carbonate C.P., Howard's, lb.	1.00	Condurango, lb.60	Citrate, oz.60
Crysophanic, oz.50	Carbonate C.P., Merck's, lb.80	Elm, lb.	1.50	Hydrobromate, oz.	1.20
Cinnamic, oz.	1.15	Carbonate, powd., lb.30	Hemlock, lb.15	Hydrochloride, oz.	1.35
Citric, lb.	1.10	Fluoride, oz.50	Mezereon, lb.50	Salicylate, oz.	1.00
Cresylic, oz.40	Glycerophosphate, oz.50	Peruvian, Red, lb.	1.50	and Soda Benzoate, oz.80
Laureic, 1 lb. bots., each	1.50	Hypophosphite, oz.30	Peruvian, Yellow, lb.	1.50	Calamine, prepared, lb.15
Fluoric, 1/2 lb. bots., each88	Iodide, oz.60	Pomegranate, lb.55	Calcium, metal, oz.	5.25
Fluoric, 1/4 lb. bots., each56	Liquor, fort., lb.25	Poplar, lb.30	Acetate, oz.15
Fluoric, oz.40	Molybdate, oz.60	Sassafras, lb.75	Bromide, oz.25
Gallic, oz.25	Muriate, lump, lb.40	Soap, lb.40	Carbide, lb.20
Glycerine, phosphoric, oz.65	Gran30	Tamarac, lb.20	Carbonate, pure50
Hydrobromic, lb.45	Nitrate, com'l, lb.45	Wahoo, lb.65	Carbonate, Precip., lb.10
Hydrobromic, lb.55	Nitrate, C.P., oz.15	Witch Hazel15	Chloride, com'l, lb.08
Hydro-Silico, Fluoric, oz.10	Oxalate, oz.20	White Pine, lb.18	Chloride, pure, lb.	1.00
Hypophosphorus, 10 p.c., oz.15	Persulphate, oz.25	Barium, Acetate, oz.30	Glycerophosphate, oz.30
Lactic, concentrated, oz.35	Phosphate, pure, oz.15	Bromide, oz.40	Hypophos, oz.20
Mallic, oz.	1.20	Salicylate, oz.30	Carbonate, pure, lb.60	Hyposulphite, oz.15
Mecbnic, oz.	4.25	Succinate, oz.70	Chlorate, oz.20	Iodide, oz.65
Molybdic, pure, oz.40	Sulphate, com'l, lb.15	Chloride, com'l, lb.25	Lactate, oz.25
Monochlor, acetic, oz.45	Sulphate, pure, oz.10	Chloride, pure, lb.70	Lactophosphate, oz.35
Muriatic, com'l, lb.08	Sulphide, pure, cryst., oz.90	Metal, 2 c.c. tubes, each	7.00	Nitrate, oz.25
Muriatic, C.P., lb.47	Sulphite, oz.30	Nitrate, oz.20	Oxalate, pure, oz.15
Nitric, com'l, lb.18	Sulphocyanide, oz.25	Oxide, Hydrate, com'l, oz.10	Peroxide, oz.30
Oleic, pure oz.45	Tartrate, neutral, oz.20	Peroxide, Anhydrous, pure, oz.10	Phos. Percip., lb.25
Osmic, 1 gramme tn., ea.	5.10	Valerianate, oz.75	Peroxide, com'l, lb.	1.00	Phosphide, oz.90
Oxalic, lb.60	Amyl, Acetate, Oxide, oz.15	Phosphate, com'l, lb.20	Saccharate, oz.20
Oxalic, pulv., lb.	1.05	Butyrate, oz.35	Sulph., Precip., oz.10	Salicylate, oz.45
Perchloric, oz.25	Formate, oz.25	Sulphide, pure, oz.15	Sulphate, Precip., lb.70
Phosphoric, concent, 1500 lb.75	Nitrate, oz.70	Beans, Calabar, oz.15	Sulphide, oz.10
Phosphoric, dil., lb.30	Nitrite, oz.50	Tonguin, oz.25	Sulphite, oz.15
Phosphoric, glacial, oz.25	Valerianic, oz.70	Vanilla, Mexican, oz.60	Sulphocarb. oz.20
Phosphoric, syrupy, 1750, lb.80	Anaesthesia, 25 grm. pgks, each	3.85	Vanilla, Bourbon, oz.40	Camphor, in bulk	2.50
Prolizeneous, lb.15	Amylene, Hydrate, oz.	1.35	Berberine, Muriate, oz.	5.50	oz. blocks, lb.	2.55
Prussic, g.s., bots., doz.	2.25	Anethol, oz.65	Berberine, Sulph., oz.	5.50	1/2 oz. blocks, lb.	2.57
Pyrogalic, Marck's, oz.45	Aniline, pure, oz.15	Benzole, lb.20	Powdered, lb.	2.55
Salicylic, lb.	1.20	Anisol, oz.50	Benzoin, lb.	2.45	Monobromide, oz.55
Salicylic, natural, oz.	1.00	Antikamnia, oz.	2.00	Benzosal, oz.	1.80	Cannabine Tannate, 15-gr. tubes, each60
Succinic, oz.	2.00	Vest pocket, box, doz.	3.35	Benzyl, Chloride, com., oz.50	Cantharides, whole, Chinese lb.	2.90
Sulphanilic, oz.50	Antimony, metal, oz.10	Berries, Buckthorn, lb.	1.00	Powder, Chinese, lb.	3.20
Sulph., Aromat, lb.	1.25	Pulv., pure, oz.10	Coculus, Indicus, lb.75	Whole, Russian, lb.	6.50
Sulphocarboic, oz.35	Arsenate, oz.30	Cubebs, lb.	2.25	Powdered, Russian, lb.	6.50
Sulph., com'l, lb.08	Chloride, oz.45	French, lb.20	Canthardin, 5 gr. tube, each	2.25
Sulph., C.P., lb.47	Liver (crocus), lb.70	Juniper, lb.20	Carbon, Bisulph, lb.40
Sulphurous, lb.20	Oxide, White (Acid Antimonic) oz.75	Laurel, lb.20	Tetrachloride, lb.35
Stearic, lb.60	Tart. Pulv., (Tartar Emetic), lb.	1.25	Prickly Ash, lb.30	Cestoreum, oz.65
Tannic, lb.	2.40	Antinosin, oz.	2.25	Poke, lb.65	Celluloid, oz.	1.50
Tartaric, crys., lb.75	Antipyrine, Salicylate, oz.	1.50	Saw Palmetto, lb.40	Cerium, nitrate, oz.35
Tartaric, pulv., lb.75	Antitoxine, Neuralgic, oz.	1.30	Betol, oz.70	Oxalate, oz.20
Trichloroacetic, oz.45	Apiol, green, oz.65	Bismuth, Ammon., Citrate, oz.75	Chalk, French, lump, lb.40
Uric, oz.	1.50	Apocodeine, Hydrochlor, 1 gr. bots. each25	Benzoate, oz.85	French, powd., lb.05
Valerianic, oz.	1.70	Apolsine, oz.90	Betanaphthol, oz.25	Chirette, lb.85
Aconitine, pure amorph, gr.20	Apomorphia, Muriate, oz.	55.00	Carb., lb.	4.10	Chloralamid, oz.85
Adeps Lanae, hydrous, lb.60	Arbutin, Crystals, oz.	1.90	Citrate, oz.40	Chloral Hydrate, lb.	1.75
Airol, oz.75	Areca, Nuts, lb.65	Iodide, oz.65	Chloroform, D. & F., blue label, lb.	2.10
Albumen, from egg, oz.35	Nuts, pulv., lb.75	Liquor, lb.80	D. & F., pure, lb.	3.90
Albumen, from blood, oz.10	Arecoline, Hydrobrom, 15 gr. bots., each	2.35	Metal, oz.35	D. & F. Methyl, lb.	2.10
Alcohol, gallon.	11.75	Argentamine, oz.60	Nitrate, Crystals, oz.30	Commercial, lb.90
Absolute, lb.	3.75	Argentum, crede (Col-largolum), oz.	4.00	Oxalate, oz.40	Lyman's, lb.	1.00
Amylic, C.P., lb.	3.00	Argonine, oz.95	Oxide, oz.50	Chlorophyl, for spirits, oz.65
Columbian, spt., gal.	3.75	Aristol, (substitute), oz.	2.25	Oxychloride, oz.35	for oils, oz.65
Methylated, gal.	2.40	Arrowroot, Bermuda, lb.	1.20	Oxychloride, oz.40	Chlorophyl, for water, oz.65
Wood, gal.	2.40	St. Vincent, lb.35	Phosphate, oz.45	Chromium, Acetate, oz.25
Aldehyde, oz.10	Arsenic, metal, oz.30	Salicylate, oz.35	Carbonate, oz.50
Alkannin, oz.	1.50	Bromide, oz.50	Subgallate, oz.30	Chloride, soluble, oz.60
Almonds, bitter, lb.75	Chloride, oz.50	Subiodide, oz.60	Chloride, Solution, oz.20
Almond Meat, lb.60	Iodide, oz.75	Sulphate, lb.	3.75	Nitrate, oz.30
Aloin, oz.25	Sulphide, Red (Realgar), oz.15	Triphenol, (Xereform)75	Oxide, oz.20
Alum, lb.09	Aseptol, oz.25	Valerianate, oz.45	Powdered, oz.30
Chrome, lb.50			Bole, Armenia, lb.25	Sulphate, oz.20
Pulv., lb.10			Borax, C.P., Cryst., lb.30	Cinchonine Muriate, oz.	1.50
Aluminium, coarse powder, oz.30			C.P., pulv., lb.30	Pure Crystall, oz.95
Acetate, oz.20			Cryst., lb.18	Salicylate, oz.60
				Pulv., lb.20	Sulphate, oz.	1.10
				Glass, lb.40	Cinchonidia Sulph., oz.	2.30
						Cinchonidine, pure, Cryst., oz.	1.20
						Hydrochlor, oz.	2.00

Ascorbic acid, oz.	\$0.90	Eserine, Salicylate, 5 gr. tube, each	\$1.00	Gum Shellac, orange, lb.	\$2.00	Iron, Oxide, Com'l, lb.	\$0.20
Atropine, 25 gr. pkt., each	.90	Sulphate, 5 gr. tube, each	1.00	Shellac, bleached, lb.	2.25	Black, oz.15
Chloride, oz.35	Ether, Sulph., lb.65	Shellac, Powd., lb.	2.25	Brown, pure, lb.40
Nitrate, oz.20	Sulph., Squibbs, ¼ lbs., lb.	1.90	Storax, oz.30	Red, Saccharated, lb.60
Oxide, oz.30	Ether, Valerianate, oz.	1.00	Spruce, lb.	2.50	Peptonized, oz.40
Sulphate, oz.20	Ethyl, Bromide, oz.50	Substitute Yellow Dextrine, lb.15	Perchloride, oz.40
Cocaine, alkaloid, oz.	19.00	Butyrate, oz.40	White, lb.15	Phosphate, Scale, oz.15
Nitrate, ½ oz. ea.	5.00	Formate, oz.30	Tamarac, lb.	1.50	Pyrites, lb.30
Muriate, oz.	17.00	Iodide, oz.65	Thus, (Turpentine), lb.60	Iron Pyrophos., oz.20
Salicylate, 5 gr. pkt. ea.	1.25	Eucaine, B., ¼ oz., each	.70	Tragacanth, pulv., lb.	4.50	Salicylate, oz.20
Cochineal, lb.	1.25	Eucalyptol, oz.30	Tragacanth, extra select, lb.	9.00	Sesquichloride, oz.10
Pulv., lb.	1.25	Euresol, oz.	3.00	Tragacanth, 2nd select, lb.	7.00	Silicate, oz.20
Cocoa Butter, lb.	1.00	Euphorben, oz.	2.10	Tragacanth, Sorts, lb.	3.00	Subsulphate, oz.15
Codeine, Cryst., oz.	8.20	Exalgine, 25 grs., each	1.50	Gun Cotton, oz.40	Succinate, oz.	1.85
Hydrochlor., oz.	7.50	Exodin Tablets, ½ gramme each (boxes of 10 tablets) box	.50	Haemoglobin, oz.85	Sulph., Exsic, lb.12
Phosphate, oz.	7.50	Ferratin, oz.	1.00	Hedonal, oz.	1.35	pure, lb.35
Colchicin, C.P., Cryst., 15 gr. bot., each	2.65	Ferropyrine, oz.	1.40	Heliotropin, oz.50	Sulphocarb., oz.30
Colocynth, apple, lb.80	Fibrolysin, tube, each	.55	Holocaine Hydrochlor, 1 gramme bots., each	1.00	Sulphocyanide, oz.50
Pulv., lb.	1.00	Flowers, Arnica, lb.70	Homatrophine, pure, 1 gr. tube, each	.35	Tart and Potash, oz.30
Colloidion, lb.80	Chamomile, German, lb.90	Hydrobromate, 1 gr. tube, each	.50	Valerianate, oz.70
Canthar., oz.40	Chamomile, Roman, lb.40	Honey, lb.40	Wire, fine, lb.50
Flexible, oz.20	Calendula, lb.	3.50	Hops, in packages, lb.75	Sulphide, lumps, lb.15
Styptic, oz.15	Flowers, Elder, lb.35	Hydrastin, Alkaloid, 15 gr. tubes, each	2.50	sticks, lb.30
Coloring, Brandy, lb.25	Lavender, lb.50	Hydrastin, Hydrochlor, 15 gr. bots., each	2.50	Isinglass, American Fish, oz.20
Cochineal, lb.50	Rose, oz.20	Sulphate, 15 gr. bots, ea	2.30	Brazil, oz.55
Confect., Opium, lb.	1.75	Formaldehyde, lb.50	Hydrastinine Hydrochlor, 15 gr. tubes, each	2.75	Russian, oz.	1.50
Roses, lb.25	Formin, oz.40	Hydroquinone, oz.30	Jalapin, oz.70
Senna, lb.	1.00	Fluor Spar, powd., lb.15	Hyoscyamine, amorph., Cryst., 1 grain, each	.40	Juice Pawpaw, oz.70
Sulphur, lb.50	Fluorescein, oz.90	Hydrochlor, 5 gr. tube, each	1.75	Jalap, Resin, oz.75
Copper, Acetate, pure, oz.25	Fuller's Earth, lb.10	Sulp., pure, 5 grains each	.60	Kamala, oz.75
Arseniate, oz.20	Powdered	.07	Ichthalbin, oz.90	Kaolin, lb.12
Aluminated, oz.10	Gaduel, oz.55	Ichthoform, 1 oz.	1.25	Kefir, fungi, oz.	1.65
Ammonia Sulph., oz.15	Gallobromal, oz.60	Ichthyol Sodium, oz.60	Keratin, Peptonized, oz.	3.25
Bromide, oz.45	Galls, powd., lb.80	(substitute), oz.25	Kesselguhr, Natural, lb.40
Carbonate, lb.60	Garlic, lb.40	Insect Powder, lb.	1.50	Koussou, oz.20
Chloride, B., oz.20	Gelatin for Hypodermic use, 100 grammes, each	1.60	Iodine, Chloride, Tri., oz.	1.10	Kola Nuts, lb.55
Citrate, oz.30	Cox's, per doz.	2.00	Commercial, oz.40	Lactophenin, oz.	1.15
Cyanide, oz.25	Gelatine, Silver label, lb.	2.10	Resublimed, oz.45	Lactucarium, oz.	1.25
Filings, oz.12	Gelseminine, C.P., 5 gr. bot. each	.70	Iodochloride, oz.80	Laevulose, Diabetic, 100 gm. tin, each	.80
Foil, oz.15	Hydrobromate, 5 gr. bot. each	.70	Iodoform, Cryst., or powder, oz.60	Syrup, Microscopy, oz.	1.00
Metal, oz.25	Hydrochlorate, 5 gr. bot., each	.70	Iodoform, Deodorized, oz.	1.00	Lard, Benzoeated, lb.65
Nitrate, oz.20	Sulphate, 5 gr. bot., each	.70	Iodomuth, oz.	1.10	Lead Acetate, C.P., Cryst., lb.55
Oxalate, oz.35	Gingerine, oz.75	Iodoformogen, oz.55	Acetate, lb.30
Oxide, black, oz.25	Glass Wool, oz.45	Iodol, oz.	1.75	Powdered, lb.35
Oxide, red, oz.30	Glucose, lb.15	Iodopin, oz.	1.05	Arsenate, Com'l, lb.40
Potass. Chloride, oz.20	Pure, oz.20	Iodophenin, oz.	2.00	Carbonate, E.P., lb.90
Shot, oz.25	Glycerine, lb.47	Iodothyrene, oz.	5.00	Chloride, pure, oz.15
Sulphide, oz.20	Glycin, oz.55	Iodopyrine, 10 gramme bots., each	.50	Chromate, Fused, oz.15
Sulphate, pure, lb.55	Glycyrrhizin, Ammon., oz.90	Ionone, grain05	Dioxide, oz.10
Sulphate, com'l, lb.19	Gold Bromide Mono, 5 gr. bot. each	.70	Iridin, ¼ oz., each	1.00	Foil, Assay, lb.50
Tartrate, oz.20	Bromide, Tri., 5 gr. bot. each	.40	Iron Acetate, oz.25	Iodide, oz.40
Wire, oz.25	Chloride and Sodium, 15 gr. bots., doz.	4.20	Ammoniated, lb.70	Nitrate, pure, oz.25
Cowhage, oz.	1.75	Chloride, dry, 15 gr. bots., doz.	12.00	Ammonia, sulph., oz.15	Com., lb.25
Croosote, B.W., lb.	1.75	Oxide, 15 gr. bot., each	1.55	Ammonia, Mur., lb.25	Oleate, oz.25
Carb., oz.55	Grains, Paradise, oz.12	Arsenate, oz.20	Oxide, black, oz.10
Crocus, Martis, lb.40	Guaicol, oz.80	Benzoate, oz.23	Oxide, C.P., lb.85
Croton, Choral, oz.85	Guaiacon, Carbonate, oz.85	Bromide, oz.20	Oxalate, oz.12
Cumarin, oz.90	Salicylate, oz.	2.35	Hydrogen, oz.20	Peroxide, oz.25
Cuttle Fish bone, lb.	1.00	Valerianate, oz.85	Cacodylate, oz.	3.00	Sulphate, C.P., oz.25
Powdered, lb.	1.10	Guaiaum, Rasp., lb.20	Carb., Precip., lb.40	Sulphide, oz.15
Daturine, Pure, 5gr. bot., each	.80	Guarana, Pulv., oz.20	Carb., Sacch., lb.75	Test, lb.40
Hydrochlor, 5 gr. bot., each	.75	Gum, Aloes, Barb., lb.30	Chloride (Ferrie), oz.15	Leaves, Stramanium, lb.75
Sulphate, 5 gr. bot., each	.75	Aloes, barb. pulv., lb.35	(Ferrous), oz.25	Uva Ursi, lb.30
Delphinine, 15 gr. bot., each	.65	Aloes, Cape, lb.40	" Citrate, oz.20	Lecithin, 15 gr. bot.40
Diabetin, 100 grammes for Diacetyl Morphine, oz.	2.00	Aloes, Socot, lb.	1.25	" Ammonia, lb.	2.10	Tablets, (100 in bot.), bot.	1.25
Diphenylamine, oz.25	Aloes, Socot, pulv., lb.	1.35	Citrate and Quinine, 4 p.c., oz.45	Lenigallol, oz.	1.85
Di-Thymol-Iodide, oz.	1.90	Ammoniac, lb.	1.65	" 10 p.c., oz.50	Leptandrin, oz.80
Diuretin, Knoll, oz.	2.75	Arabic, select, lb.60	" B.P., oz.60	Lime, Chloride, 1 lb.	1.85
Merck's (Theobromine and Soda Salicyl), oz.75	Arabic, Sorts, lb.30	" and Strych., oz.25	½ lb.	1.25
Edinol, powd., oz.	1.05	Arabic, Pulv., Opt., lb.60	(Ferrocyamide), pure, oz.30	Liniment, Aconite, lb.	3.05
Elaterium, oz.	2.80	Assafoetida, Powd., lb.	7.50	Filings, lb.50	Belladonna, lb.	3.50
Elaterin, Cryst., 15 gr. bot., each	2.40	Assafoetida, lb.	6.50	Glycerophosphate, oz.50	Camph. Co., pure	2.00
Emetine, Alkaloid, 5 gr. bot., each	.60	Arabic, Pulv., Sorts, lb.55	Iodide, oz.35	Chloroform, lb.	1.75
Epiearin, Veterinary, oz.	1.00	Benzoin, lb.60	" Iodide, lb.	2.50	Croton, lb.	1.90
Pure, oz.90	Catechu Com'l (Japonica) lb.27	" Opil, lb.	2.35	Iodine, lb.	2.50
Ergot, lb.	7.65	Catechu Cubes, lb.40	" Saponis, B.P., lb.	1.85	" Perchlor, Fort., lb.22
Pulv., lb.	7.75	Catechu Pulv., lb.60	" Sinapis Co., lb.	2.25	" Pernit, lb.20
Ergotine, Benjean, oz.	4.10	Copal, lb.60	" Terebinth, lb.	1.00	" Persulph., lb.30
Erythrol Tetranitrate Tablets, bots. of 24 each	2.20	Damar, lb.60	Acet, lb.	1.30	Liquor, Amm., Ammon Acet Fort., lb.30
Eserine, C.P., 5 gr. tube, each	3.10	Euphorbium, lb.	1.45	" Citras, Fort., lb.	1.25	" Antim. Porchlor, lb.25
C.P., 2 gr. tube, each	2.00	Euphorbium, Pulv., lb.	1.50	" Arsenica, Hydrochlor, lb.20	" Arsenicalis, lb.15
C.P., 3 gr. tube, each	2.25	Galbanum, oz.20	" Bismuth, lb.80	" Carbo Detergeno, lb.	1.00
Citrate, tube each	1.50	Gamboge, lb.	3.50	" Carbo Detergeno, lb.40	" Donovan, lb.40
Hydrobromate, 5 gr. tube, each	1.75	Gamboge, Pulv., lb.	3.60	" Epistaticus, oz.90	" Ferri Acetas, Fort., lb.40
Hydrochlorate, 5 gr. tube, each	1.75	Guaiacum, ordinary, lb.	1.60	" Iodide, lb.	5.00	" Perchlor, Fort., lb.22
Nitrate 5 gr. tube each	1.75	Guaiacum, pulv., lb.	1.75	" Pernit, lb.20	" Persulph., lb.30
		Kino, lb.	1.35	" Persulph., lb.30	Hydrarg. Perchlor, lb.30
		Kino, pulv., lb.	1.45	" Persulph., lb.30	" Nit. Acid, lb.	1.00
		Mastic, lb.	1.75	" Persulph., lb.30	Plumbi. Acetas, lb.20
		Myrrh, lb.	1.75	" Persulph., lb.30	Potassae, lb.25
		Myrrh, pulv., lb.	1.80	" Persulph., lb.30	Santal Flav. Co., lb.	1.50
		Olibanum, lb.50	" Persulph., lb.30	Soda, Chlor., lb.18
		Sandarac, lb.	1.50	" Persulph., lb.30	Soda Ethylate, oz.20
		Sang. Draconis, lb.	2.00	" Persulph., lb.30	Strychnine, lb.40
		Sang. Draconis, powd., lb.	2.25	" Persulph., lb.30	Zinci Chlor., lb.40
		Scammony, lb.	5.00	" Persulph., lb.30	Liquorice, Paste, lb.	1.40
		Seedlac, oz.10	" Persulph., lb.30	Powd. Extract, lb.	1.75
				" Persulph., lb.30	sticks, lb.	1.10
				" Persulph., lb.30	Lithia Bitartrate, oz.80
				" Persulph., lb.30	Benzoate, oz.30
				" Persulph., lb.30	Bromide, oz.60
				" Persulph., lb.30	Carbonate, oz.25

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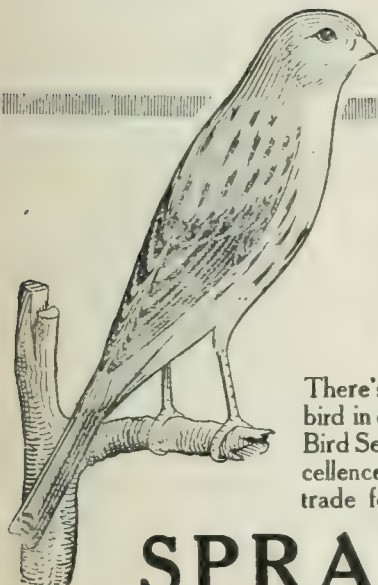
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Iodide, oz.60	Salt, lb.30	Wintergreen, oz.75	Glycerophosphate, oz.30
... oz.25	Sheet, oz.15	Artificial, oz.15	Hyposulphate, oz.50
... oz.45	Sulphate, oz.10	Wormseed, oz.75	Hyposulphite, oz.15
... oz.35	Nosphen, oz.	2.50	Wormwood, oz.	2.00	Iodate, oz.	1.20
Litmus, Granular, lb.	2.00	Nux Vomica, powd., lb.40	Oil Cake, ground, lb.06	Iodide, lb.	4.60
Cubes, lb.	2.85	Nyctandrus, Reagent, lb.	1.00	Onion, Balladonna, oz.40	Metabisulphate, oz.15
Losophen, oz.	2.25	Oil Amber, crude, lb.	1.25	Blue, lb.	1.30	Nitrate, lb.25
Lumina, oz.	9.60	Rectified, lb.	1.25	Boric Acid, lb.45	C. P. lb.	1.00
Lupulin, oz.65	Amygdal, Amara, pure, oz.	1.50	Calamine, lb.75	Oxalate, Neutral, lb.	1.80
Lycodurum, lb.	6.75	Persic, oz.	1.25	Canthar, lb.	1.10	Perchlorate, oz.30
Lycodurum, oz.	3.75	Dule, lb.80	Carbolic, lb.50	Permanganate, lb.	1.75
Magnesium, Ammonia, Phos		Aniline, oz.15	Gallae, lb.	1.10	Phosphate, C.P., oz.30
phate, oz.20	Anise, oz.20	Co., lb.	2.00	Prussiate, Red, Cryst., lb.	1.85
Borocitrate, oz.25	Banana, lb.70	Hyd. Ammon, Chlor., lb.	1.15	Red, Pulv., lb.	1.90
Bromide, oz.45	Bays Green, oz.10	Biniodide, lb.	1.75	Salicylate, oz.30
Carb. (Ammon.), lb.40	Bay Rum, oz.65	Compd., lb.	1.75	Silicate, oz.40
... (Ammonia), lb.60	Bergamot, oz.65	Nitrat, lb.	1.00	Silicofluoride, oz.15
... (Powdered), lb.25	Cade, oz.20	Oxide, Flav., lb.90	And Soda Tart., C.P.	
... (Ground), lb.	1.50	Cajeput, oz.15	Oxide, Rub., lb.	1.50	Cryst., lb.	1.40
Chloride, oz.15	Camphor, lb.60	Iodine, lb.	1.10	Sulphate, Cryst., lb.	1.00
Citrate, soluble, lb.	1.25	Capsicum, oz.	1.15	Compd., lb.95	Pulv., lb.	1.00
Glycerophosphate, oz.40	Caraway, oz.65	Iodoform, lb.	2.00	C.P., Cryst., oz.20
Hypophosphite, oz.30	Cassia, lb.25	Picis, lb.50	C.P., powd., oz.20
Magnesium Metal, powd., oz.40	Castor, English, 1st, lb.40	Plumbi, Acetate, lb.65	Sulphite, oz.25
Nitrate, oz.15	2nds, lb.43	Plumbi, Iodi, lb.	1.75	Sulphocarb., oz.30
Phosphate, oz.15	Pharmaceutical, lb.45	Resin, lb.75	Sulphocyanate, oz.35
Ribbon, oz.	3.25	Cedar, pure, lb.	2.75	Simple, lb.75	Sulphuret, lb.90
Salicylate, oz.20	Cedar, Com'l, lb.	1.90	Sulphur, lb.60	Tartrate, lb.	2.15
Sulphate, C.P., dried, lb.45	Wood, lb., cedar	1.25	Sulphur compound, lb.80	Propylamine, oz.	1.00
... Commercial, lb.12	Cedrat, oz.90	Zinc, Oxide, lb.60	Chlor., oz.	3.50
Sulphite, oz.15	Chaulmoogra, oz.50	Oleo-Resin, Capsicum, oz.60	Protan, powd., oz.75
Wire, oz.	3.25	Chamamile, oz.	4.00	Opium, oz.90		
Mallein (5 gramme tubes),		Citronella, Com'l, lb.	1.35	Pulv., oz.	1.00	Pulvis, Aloes Co., lb.80
each	1.00	Opt., lb.	1.50	Orange Peel35	Amygdal, lb.	1.00
Maltose, oz.	1.05	Cinnamon, True, oz.	2.50	Ground38	Antimon Co., lb.60
Manganese, Borate, oz.85	Cloves, oz.40	Pancrotrine, Pure, Active,		Aromatic or Cinnamon Co.,	
Carbonate, oz.20	Cocunut, lb.50	oz.35	lb.	1.00
Chloride, oz.20	Cod Liver, N.F., gal.	4.00	Merck's, oz.	1.00	Pulvis, Creta, Aromat, lb.	1.50
Glycerophos., oz.45	... Mace, Essential, oz.40	Paraformaldehyde, oz.20	C. Opil, lb.90
Hypophos., oz.35	Cognac, green, oz.	1.75	Pelletierine, Sulphate, 15 gr.		For Mistura Creta, lb.45
Iodide, oz.60	White, oz.	1.10	bot., each	2.00	Ipecac Co., lb.	2.75
Metal, oz.50	Copaiba, oz.20	Tannate, 15 gr. bot., ea	1.50	Jalap Co., lb.	1.50
Oxide, commercial, lb.15	Coriander, oz.	5.75	Pepsine, Boudaults, lb.	2.35	Kino Co., lb.	2.40
Black, pure, lb.	1.95	Cotton Seed, gal.	2.25	Scale, Pure Soluble, lb.	6.00	Licetria Co., lb.40
Peptonized, oz.50	Croton, oz.25	Pure, Soluble, oz.45	Opil Co., lb.	2.75
Phosphate, oz.20	Cubels, oz.	1.00	Peptone, meat, dry, oz.35	Rhei Co., lb.	1.20
Sulphate, oz.15	Olei Resin, oz.	1.00	Perhydrol, 50 gramme bots.,		Scammony Co., oz.30
Manna, oz.15	Cumin, oz.	1.25	each75	Seidlitz, lb.60
Menthol, oz.	1.50	Dill, oz.	1.00	Petrolatum Yellow, lb.35	Tragacanth Co., lb.	1.25
Mercur., lb.	1.50	Erigeron, oz.90	White, lb.30	Thompson's Composition,	
Acetate, oz.30	Eucalyptus, oz.15	Phenacetine, oz.40	lb.85
Bichlor, (Corros. Sub-		Fennel, oz.45	Powd., oz. Phenalgine	1.85	Putty Powder, lb.90
limite, lb.	2.00	Fusel, lb.	1.25	Tablets, oz. Phenalgine	1.85	Pyoktannin, blue, oz.	3.25
Pulv., lb.	2.05	Hemlock, pure, lb.	2.00	Phenazone, oz.75	Pyramidon, Swiss, oz.	2.25
Biniodide, oz.50	No. 2 lb.	1.75	Phenol, Bismuth, oz.80	Salicylate, oz.	1.50
Bromide, oz.80	Goose, lb.75	Phenol, Chloride, oz.45	Pyridin, C.P., oz.25
With Chalk, oz.15	Jasmine, oz.	4.40	Phenolphthalein, oz.25	Pyrogallol, Bismuth, oz.	1.85
Chloride (Calomel), lb.	2.00	Juniper, Berries, oz.	1.00	Phloroglucin, 1/2 oz., each	.50	Pyrolygnine, oz.	1.90
Chl. Am. (White Precip.),		Wood, lb.	3.50	Vanillin, 1/2 oz., each	.50	Quassia chips, lb.15
oz.20	Lavender, Eng., oz.	5.50	Phosphorus, lb.	1.10	Quassin, 15 gr. bot., each	1.85
Cyanide, oz.45	Exotic, oz.20	Pentoxide, oz.60	Quinine, Alkaloid, oz.	2.05
Iodo Viride, oz.55	Lavender, French, oz.60	Red, oz.30	Arsenate, oz.	2.05
Nitrate Cryst., oz.30	Garden, oz.25	Pilocarpine, Alkaloid, 5 gr.		Bisulphate, oz.	1.45
Nitric Oxide (Red		Lemon, Opt., lb.	3.00	bot., each75	Caedylate, oz.	4.20
Precip., lb.	2.20	Grass, oz.45	Hydrobromate, 5 gr. bot.,		Citrate, oz.	2.25
Oleate, 10 p.c., oz.28	Linseed, boiled, gal.	1.33	each90	Dihydrochlorate, oz.	2.25
Oleate, 20 p.c., oz.38	Raw, gal.	1.30	Muriate, 5 gr. bot., each	.55	Ferro Cyanide, oz.	2.05
Oxide Flav., oz.35	Mace, Essential, oz.40	Nitrate, 5 gr. bot., each	.55	Glycerophosphate, oz.	2.05
Oxychloride, oz.60	Mace, Expressed, oz.30	Salicylate, 5 gr. bot. each	.60	Hydrobromate, oz.	2.00
Oxycyanide, oz.65	Mustard, artificial, oz.85	Sulphate, 5 gr. bot., each	.60	Hydrochloride, oz.	1.50
Salicylate, oz.45	Essential, oz.	2.35	Pipe Clay, in squares, lb.16	Hypophosphite, oz.	2.05
Sulph. Flav. (Turpeth		Myrrane, lb.45	Piperine, 1 oz., each	1.80	Phosphate, oz.	2.25
Min'l, oz.40	Neatsfoot, gal.	2.75	Pitch, black, lb.07	Sulphate, oz.	1.40
with Sulph. (Ethiops		Neroli, oz.	2.00	Burgundy, lb.45	Salicylate, oz.	2.25
Min'l, oz.25	Nutmeg, oz.25	Platinic Chloride, 5 p.c.		Tannate, oz.	1.20
Sulphate, bi, oz.35	Olive, pure, gal.	8.75	sol., oz.	3.80	Valerinite, oz.	3.50
Sulphocyanide, oz.45	Orange, oz.90	Platinum, Bichloride, 1/4		Rescorin, oz.65
Tannate, oz.35	Bitter, oz.80	os. bot., each	8.00	Resublimed, oz.	3.25
Mesotan, 10 gramme25	Origanum, White, oz.20	Foil, per gr.50	Rice Flour, lb.15
Methylene Iodide, oz.	1.25	Red, lb.	3.00	Wire, per gr.50	Rodinal, 3 oz. bottle for	.90
Microsmic Salts, oz.20	No. 2 lb.60	Plumbago, lb.12	Root, Aconite, lb.	1.20
Milk Sugar, lb.55	Palm, lb.45	Podophyllin, oz.	1.45	Pulv., lb.	1.30
Mistura, Ferri Co., lb.60	Patchouli, oz.	1.00	Poppy heads, per doz.70	Alkanet, lb.	2.00
Glycyrrhiza Co. (U.S.P.),		Pennyroyal, oz.35	Potassium, pure, 1/4 oz. ea	1.20	Angelica, lb.90
lb.60	Pepper, black, oz.	1.20	Acetate, lb.	1.30	Arnica, lb.	2.00
Morphia, Alkaloid, oz.	10.50	Oleo Resin, oz.	2.50	Arsenate, oz.20	Belladonna, oz.15
Acetate, oz.	6.25	Peppermint, Jap., oz.75	Arsenite, oz.20	" powd., oz.15
Bromide, oz.	20.00	English, oz.	2.00	Benzoate, oz.70	Blood, lb.60
Muriate, oz.	6.25	Todds, oz.	1.50	Bicarb., lb.65	Pulv., lb.65
Sulphate, oz.	7.50	Petrolatum, Amer., gal.	3.50	" Pulv., lb.65	Burdock, lb.45
Tartrate, oz.	10.00	Pimento, oz.45	" C.P., Cryst., lb.	1.25	Elecampane, lb.32
Valerianate, oz.	20.00	Pinus, pumilion, oz.65	Bichromate, lb.65	" pulv., lb.36
Monochlorophenol, oz.60	Pinus, Sylvestria, oz.35	" C.P., Cryst., lb.	1.60	Galangal, lb.35
Moss, Iceland, lb.60	Poppy, oz.10	Potassium Bisulphate, lb.	1.60	Cureuma, pulv., lb.30
Irish, lb.25	Rangoon, pure, lb.60	Bisulphite, lb.	1.45	Dandelion, lb.50
Bleached, lb.60	Rhodil, oz.70	Bitart, pulv., lb.90	Dock, yellow, lb.30
Musk, Canton, oz.	2.00	Rose, No. 2, 1/4, each	3.50	Bromide, lb.65	" cut, lb.47
Musk, pure grain, grain	.10	Rose, Virgin, 1/4, each	4.00	Carbonate, lb.60	Calamus, lb.75
Myrtol, oz.	1.25	Rosemary, Opt., 1/4	.25	Caustic, Purif. by alcohol		Colochei, lb.	2.10
Napthaline, E.P., Cryst., oz.	.15	Com'l lb.	2.00	lb.	2.00	Columbo, lb.55
E.P., pulv., oz.10	Santal, opt, oz.	1.25	sticks, lb.	1.50	Root Gentian, lb.30
Balls, lb.30	Santal, V.I., oz.70	Chlorate, lb.30	" pulv., lb.35
... lb.28	Sassafras, lb.	3.25	Potassium, Chlor., Pulv., lb	.50	Ginseng, oz.60
Napthol, Alpha., Recryst,		Artificial, lb.	1.35	Pulv., C.P., lb.55	Golden Seal, whole, lb.	10.00
Medic'l, oz.33	Savin, oz.75	C.P., lb. Crystal55	Powd., lb.	10.50
Beta, Recryst, Medicinal,		Oil, Skunk, lb.50	Chloride, lb.55	Hellebore, White, Pulv.	
oz.25	Spearmint, oz.	1.25	Chloroplatinate, 15 gr.		lb.55
Beta, Benzoate, oz.45	Sperm., gal.	4.75	bots., each	2.60	Ipecac, oz.40
Beta, Meta, oz.20	St. Johnswort, lb.75	Chromate, Yellow, C.P.,		Jalap, lb.85
Bromide, oz.80	Spruce, lb.	2.00	oz.20	Jalap, pulv., lb.90
... oz.15	Tansy, oz.85	Citrate, lb.	2.00	Leptandrin, lb.80
Chloroform, oz.20						

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Sole makers: Thos. and Wm. Henry.

Proprietor: F. Henry, East St., Manchester, Eng.

Eade's Celebrated Gout and Rheumatic Pills

The Old Established Remedy for Gout, Rheumatism, Rheumatic
Gout, Lumbago, and all Muscular Pains. They neither require con-
finement nor alteration of diet, and in no case can their effect be injurious.

Sold by all Chemists in Bottles. Prepared only by—

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STOUT PEOPLE DEMAND ANTIPON

The World's Most Popular Remedy for Obesity
Should be stocked by all up-to-date druggists and stores. From
all the leading wholesale houses, including The National Drug
& Chemical Co.
of Canada, The
T. Eaton Co.,
Limited, Lyman
Bros. & Co.
Limited, and

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Eldon Street, London, England

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The Greatest of all Tonics
A Proven Remedy for

Influenza Maternity Weakness Lassitude Sciatica Neuralgia Loss of Appetite
Indigestion Mental Exhaustion Anaemia Nerve Shock Malaria Rheumatism
Sleeplessness Premature Decay Neuritis Headache Exhaustion Nervous Debility

Sold by leading druggists everywhere in two sizes, in liquid and tablet form.

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Purely Vegetable. In use over 90 years

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For Biliousness
Constipation
Headache and
Liver Complaints

19 Percy Circus, Kings Cross, LONDON, ENGLAND



DR. STEDMAN'S

TEETHING POWDERS

and STEDMAN'S WORM POWDERS

Your Wholesale House will supply you at the right price.

Depot: 125 New North Road, London, Eng.

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Advertised Everywhere
Ready Sales

CHILDREN'S

ALFRED FENNINGS, COWES, I.W.

Wholesale Agents: Snider & Bossons, Winnipeg

POWDERS

"SPUN" USED THE WORLD OVER

Ointments

If you are users of ointments on a large
scale, send me your enquiries, and let
me quote. It will pay you.

Sole Manufacturer of "SPUN" Ointments

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For
Infants,
Invalids,



Convalescent
and
The Aged

FOOD

The BRITISH MEDICAL JOURNAL says:

"Benger's Food has, by its excellence, established a reputation of its own."



TRADE MARK Reg'd.
Established 1847

THE LION LEADS

NO LANCING OR CUTTING WITH

Burgess' Lion Ointment

A CONTINUOUS RECORD OF SUCCESS

Stocked by the leading Wholesale Houses.

... select, lb.	\$0.55	Snuff, Copenhagen, lb.	\$1.75	Nitrate, lb.	\$0.70	Granulated, lb.	\$0.75
... lb.40	Mace, lb.	1.20	Oxalate, oz.10	" free from Arsenic,25
Mandarin, lb.85	Seitch, lb.	1.30	Salicylate, oz.15	Hypophosphite, oz.60
Mandrake, gr'd., lb.88	Lorillards, lb.	1.90	Sulphide, oz.15	Iodide, oz.60
Marshmallow, lb.75	Soap, Arsenical, lb.40	Strychnine, oz.	3.25	Lactate, oz.35
Orris, lb.40	Castile, pulv., lb.40	Arsenate, oz.	3.60	Metal, pure, oz.10
... pulv., lb.50	Curd, lb.40	Arsenite, oz.	2.85	Nitrate, pure, oz.25
Paroma Brava, lb.60	Cocoonut, lb.25	Glycerophosphate, oz.	3.10	Oleate, oz.15
Pleurisy, lb.50	Soft, lb.30	Hypophos, oz.	3.25	Oxide, lb.80
Rhatany, lb.40	Viride, lb.40	Nitrate, oz.	2.50	" pure, lb.40
Rehi, E.I., pulv., lb.	2.85	Whale Oil, lb.20	Sulphate, oz.	2.50	" Hubbuck's, lb.	1.10
Rhei, E.I., pulv., lb.	3.00	Soda, Acetate, lb.35	Phosphate, oz.	3.30	" dry process, lb.40
" Turkey (so called)35	Aluminate, oz.12	Valerianate, 1/2 oz.80	Permanganate, oz.70
" pulv., oz.40	and Ammonia Phos. (Micro-85	Stypticin, 15 gr. bot., each60	Phosphate25
Sarsaparilla, Honduras, lb.	1.25	acini Salts), lb.15	Tablets, box, each65	Phosphide, oz.35
" Mexican, lb.90	Arsenate, pure, dry, oz.20	Succus, Conium, lb.	1.10	Salicylate, oz.80
Senega, lb.	2.00	Ash, lb.07	Tarax, lb.	1.60	Stearate, oz.15
Serpentaria, lb.	1.10	Benzoate, oz.20	Sulfonal, oz.	1.50	" Comp., oz.60
Sambul, lb.30	Biscarb., lb.09	Sulphaminol, oz.	2.00	Sulphate, pure, oz.20
Spigelia, lb.	3.50	" Chance's, lb.10	Sulphur, Chloride, oz.15	" C.P., Cryst., lb.30
Squills, white, lb.45	Bichromate, fused, oz.15	Iodide, oz.50	" C.P., Gran., lb.30
Pulv. lb.35	Biphosphate, oz.15	Precipitated, lb.40	" C.P., dried, lb.40
Saccharine, Amer., oz.65	Bisulphate, pure, oz.15	Opt., lb.50	Sulphide, pure, oz.15
Saffron, Amer., oz.	2.00	" Pure, dry, oz.10	Powdered, lb.07	Sulphite, oz.20
Spanish, oz.15	Bitartrate, Cryst., oz.15	Sublimed, lb.12	Sulphocarb., oz.15
Sal Aescosella, lb.	1.50	Bromide, gran., lb.65	Extra, lb.14	Valerianate, pulv., oz.	1.00
Carlsbad, artificial, lb.30	Cocodylate, 1/2 oz., each50	Rol, lb.10	" Cryst., oz.80
Epsum, lb.12	Carb., C.P., Cryst., lb.35	Vilum, lb.20		
Howard's, lb.15	" C.P., dried, lb.35	Tamarids, lb.21	TINCTURES	
Glauber, lb.05	Caustic, gran., lb.21	Tannalbin, oz.75		
Sal Nitre, cryst., lb.28	" Sticks, lb.60	Tannigen, oz.	1.00	Aconite	\$1.45
" gran., lb.25	Chlorate, oz.	1.25	Tannoform, oz.60	Aloe95
Prunella, lb.65	Choleate, oz.45	Tar, Barbadoes, lb.40	Aloe and myrrh	1.60
Rochelle, lb.50	Chloride, pure, oz.10	Stockholm, lb.60	Arnica	1.40
Soda, lb.04	Cinnamate, 1/2 oz., each15	Terebene, oz.25	Asafoetida	1.75
Salicine, oz.	1.60	Citrate, oz.20	Terpin, Hydrate, oz.15	Belladonna leaves	1.60
Salol, oz.15	Ethylate, dry, oz.	1.35	Terpinol, Liquid, oz.30	Benzoin	1.80
Salphen, oz.	1.75	Fluoride, oz.15	Theobromine, oz.	1.50	Benzoin, comp.	1.90
Sanguinarine, Alkaloid, 5 gr.35	Formate, oz.15	and Soda Salicylate, oz.80	Blood root	1.50
Nitrate, 5 gr. bots., each45	Glycerinophosphate, oz.25	Thiocin, oz.	3.40	Echu	1.60
Satonine, oz.	20.00	Hypochlorite, Solution, oz.10	Theocine, Soda Acetate, oz.	2.10	Calendula	1.75
Santyl, Liquid, oz.	2.20	Hypophosphite, oz.20	Thiocol, substitute, oz.	1.25	Cannabis, Indica	5.40
Capsules, 30 in box75	Hyposulphate, oz.55	Thioform, 25 gram.75	Cantharides	2.20
Saponin, 1/2 oz. bot., each13	Iodide, lb. C.P.40	Thiol, oz.40	Capsicum	1.20
Scopolamine, hydrochlor, 5 gr. bots., each65	Lactate, Syr., oz.	2.25	Thiosinamine, oz.	3.15	Capsicum and myrrh	1.40
Seeds, Angelica, lb.	1.00	Meconate, oz.20	Thorium, Nitrate, oz.	2.10	Cardamom	1.45
Anise, lb.35	Metaphosphate, oz.15	Thymol, oz.	1.65	Cardamom, comp.	1.45
" pulv., lb.40	Nitrate, Crude, lb.15	Thyroidine, oz.	1.35	Catechu, comp.	1.10
" Star, lb.60	Nitrate, Pure Cryst., oz.	1.25	Tin, Metal Sticks, oz.25	Cimicifuga	1.15
Burdock, lb.40	Nitro prusside, oz.10	Granulates, lb.	2.50	Cinchona, comp.	1.40
Canary, lb.20	Nitrate, oz.10	Powder, fine, oz.25	Cinnamon	1.45
Cardamom, Decort, lb.	1.50	Oleate, oz.15	Rasped, oz.25	Colchicum root	2.30
Pulv., lb.	2.55	Oxalate, oz.20	Toluene, lb.45	Colchicum seed	2.30
Celery, lb.50	Perborate, Medicin, oz.15	Tow, lb.50	Columbo	1.10
Caraway, lb.25	Permanganate, oz.30	Tribromphenol, oz.	1.60	Cudbear	1.15
Caraway, pulv., lb.25	Soda, Phosphate, gran., lb.15	Bismuth, oz.	1.00	Digitalis	6.55
Colochici, lb.	4.35	O. P., Cryst., lb.50	Triphenin, oz.	1.00	Ferric chloride55
" pulv., lb.	4.56	O.P., pulv., lb.55	Triferrin, oz.	1.00	Gelsemium	1.30
Commum, lb.25	Salicylate, lb.75	Trikresol, oz.25	Gentian90
Coriander, lb.15	Natural, oz.	1.00	Trional, oz., substitute.	1.50	Gentian, comp.95
" pulv., lb.18	Silicate, lb.13	Triphenin, oz.75	Ginger	1.75
Croton, lb.25	Succinate, oz.50	Tumenal, 25 grammes for55	Ginger soap	1.25
Cumin, lb.42	Sulphate, C.P., Cryst., lb.20	Turpentine, chian, oz.	1.50	Guaiac	2.00
" pulv., lb.45	Sulphite, Cryst. or Gran.12	Venice, lb.65	Guaiac, ammon.	2.00
Dill, lb.40	" lb.25	Unguentum, Crede, oz.	2.00	Hydrastic	2.60
Fennel, lb.30	" C.P., lb.25	Uranium, Acetate, oz.	2.00	Hyoseyamus	1.45
" pulv., lb.35	" Dried, C.P., lb.35	Chloride, oz.60	Iodine75
Flax, lb.11	Sulphocarb., oz.15	Nitrate, oz.45	Iodine, colorless80
" Pure ground, lb.12	Tartrate, C.P., oz.15	Urea Crystals, Pure, oz.85	Iodine, Churchill's	2.00
Foenugreek, pulv., lb.15	Sodium, Metal, oz.70	Nitrate, oz.65	Ipecac	1.30
Hemp, lb.20	Solution40	Urecedin, oz.60	Iron, citre-chloride	1.35
Seeds, Hyoscyamus, oz.25	Dobell's lb.40	Urethane, oz.60	Iron, muriate55
Lobelia, lb.55	Fehlings, No. 1, oz.05	Vanilline, oz.	2.00	Jalap	1.70
Maw, lb.	1.00	Fehlings, No. 2, oz.10	Veratria, pure, 1/2 oz.55	Kino	1.45
Mustard, White, lb.40	Hydrarg, Bichlor., lb.65	Verdigris, balls, lb.60	Krameria	1.30
Pumpkin, lb.60	Nitroglycerine, 1 p.c. oz.20	Pulverized, lb.60	Lavender, comp.	1.55
Quince, lb.	2.00	Vlemmicks (Calc. Sulph.), lb.65	Veronal, substitute, oz.	1.00	Lemon peel	1.70
Rape, lb.20	Somatoso, oz.60	Vinegar, Cantharides, lb.90	Lobelia	1.55
Stavesacre, lb.75	Sparteine, Sulp., 1/4 oz., ea.	1.35	Wax, Bayberry, lb.80	Myrrh	1.85
" pulv., lb.80	Sparmaceti, lb.75	Brazil or Carnauba, lb.	1.00	Myrrh and capsicum	1.40
Stramonium, lb.80	Spirits Ammon., Aromat, lb.	1.40	Ceracine, lb.60	Nutgall	1.20
Stropanthus, lb.	4.00	Camphor, lb.	1.60	Japan, lb.45	Nux vomica	1.60
Sunflower, lb.30	Chloroform, lb.	1.80	Paraffine, lb.20	Opium, camphorated	1.20
Wormseed, lb.60	Stannous, Chloride, C.P., oz.25	White, No. 1, lb.	1.45	Opium (laudanum)	2.20
Selenium, in sticks, oz.	1.50	Stannic, Chloride, oz.60	White, No. 2, lb.60	Orange peel	1.75
Silver Bromide, oz.	2.00	Starch, powd., lb.15	Yellow (Beeswax) lb.70	Quassia	1.10
Chloride, oz.	1.15	Stearine, lb.60	Xylol, oz.15	Rhubarb	1.30
" e, 1/2 oz., each25	Strontia Bromide, lb.	1.25	Yohimbine, Cryst., 1 gram	1.05	Rhubarb, aromatic	1.40
Iodide, oz.	3.20	Carbonate, oz.10	Tablets, (tubes of 10),80	Sanguinaria	1.35
Silver Nonelinate, oz.	1.10	Chlorate, oz.20	Zinc, Acetate, pure, oz.15	Serpentaria	1.50
Nitrate, crys., oz.	1.10	Chloride, oz.20	Benzoate, oz.50	Squill	1.25
" lb., oz.	1.30	Chloride, oz.20	Bromide, oz.40	Stavesacre	1.10
Oxide, oz.	2.50	Lactate, oz.25	Carbonate, lb.85	Stramonium	1.05
Sulphate, oz.	2.00			" Precip., oz.15	Tolu	1.80
				Chloride, fused, oz.20	Valeria	1.35
				Granul., oz.20	Valerian, ammoniated	1.45
				Cyanide, oz.25	Veratrum, Viride	1.85
				Ferrocyanide, oz.40	Warburg's	3.10

Do You Have Trouble Getting Sunset?

Many retailers all over the country are complaining that their jobbers are continually out of stock—and we wish to state that there is absolutely no need for this condition. Your jobber can get

Sunset Soap Dyes

In all colors—all the time

We have large facilities and can make immediate shipments; if you are having trouble—write to our

Sales Representatives for Canada

Harold F. Ritchie & Co.
Ltd.
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Corporation, Ltd.
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Toronto, Canada



Photographic Supplies

You are missing untold opportunities to create a demand for photographic supplies if you are not advertising in the photographic section.

The Retail Druggist of Canada

51 Wellington West, Toronto

INGRAM'S PATENT BAND TEATS

(No. 17617)

In addition to the well-known "Agrippa" Band Teat and Valve, this important Patent Band is fitted to other shapes, a few of which are illustrated below.

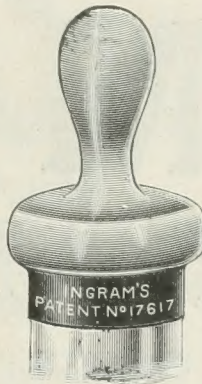


Fig. 225 B.

The chief feature of the "Agrippa" Patent is the extraordinary gripping power caused by the interior band of rubber which holds on to the bottle, absolutely refusing to accidentally slip off.

**BRITISH-
MADE**

**WILL
NOT
SLIP
OFF**

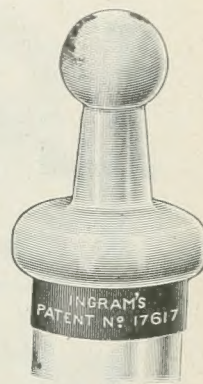


Fig. H.B.

Ingram's Patent Band Teat and Valve "AGRIPPA" are perfectly Hygienic. The Rubber has been specially prepared so as to withstand actual boiling, and does not deteriorate by frequent repetition of this boiling process.



The Perfect Teat

**Ingram's
Patent Band Teat
"AGRIPPA"**

TRADE MARK



Fig. 224 B.

Made of the finest rubber, black or transparent
Selling Agents throughout Canada, Sharland & Co., Eldon St. House, London EC2, England

Samples and prices can be obtained at

13 Leader Lane, Toronto

52 Princess Street, Winnipeg

Terminal City Club, Vancouver

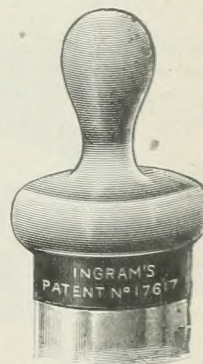


Fig. A.B.

**FITS
ANY
BOAT-
SHAPED
BOTTLE**

Made by the firm of Ingrams, London, Scientific Manufacturers of Surgical India Rubber Goods, Established in London in 1847, and whose Brand, "Ingram's London" is a guarantee of Quality.

J. G. INGRAM & SON, Limited

The London India Rubber Works

Hackney Wick, LONDON, E.9., England

HOWARDS'

CALOMEL

LEMOLAC

BRAND

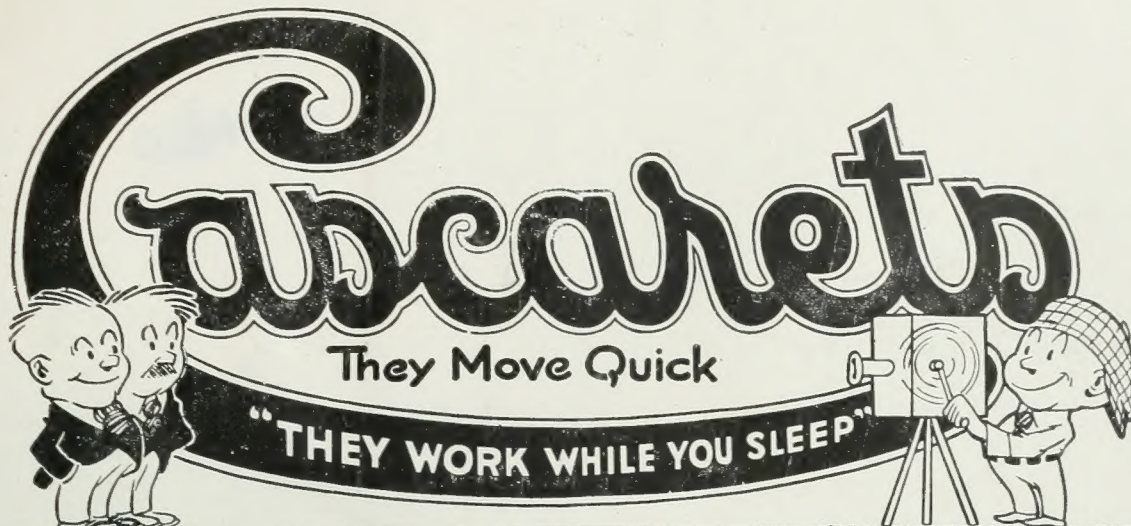
Also sold under the name EUCALOMEL.

Is Calomel which is 4 times as light as the ordinary article and is therefore of the greatest value to the Prescriber, Compounder, and Dispenser.

Howards & Sons, Ltd. (Established 1797) Ilford, London, Eng.

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<p>TWIN-SIX SALESMANSHIP A STERLING FILM</p>		<p>JIM AND JOE WERE BROTHERS. THEIR DAD HAD SET THEM BOTH UP IN THE DRUG BUSINESS ON AN EVEN BASIS.</p>	
<p>JIM WAS AN OLD FASHIONED GUY WHO TOOK THINGS AS THEY CAME HIS IDEA OF BIG BUSINESS WAS A DRAWER FULL OF DIMES</p>	<p>CASCARETS PLEASE!</p> <p>YES MAM A 10¢ BOX?</p>	<p>BUT JOE WAS A LIVE WIRE AND UP ON HIS TOES. HE WAS A BABE RUTH IN THE SELLING GAME</p>	<p>A BOX OF CASCARETS! YES MADAM.</p> <p>25¢ PLEASE!</p>
<p>AS A RESULT, JOE'S FAMILY TOOK THE OZONE IN A TWIN-SIX</p>		<p>WHILE JIM'S INHALED THE DUST IN A FLIVVER</p>	
<p>"HOW DO YOU DO IT?" SAID JIM TO JOE. "I SEEM TO MAKE AS MANY SALES AS YOU, BUT HANGED IF I CAN GET AHEAD!"</p>		<p>IT'S NOT THE NUMBER OF SALES THAT COUNT BUT THEIR AMOUNT. IT TAKES TEN 10¢ CASCARETS TO RING UP A DOLLAR WHILE ONLY FOUR 25¢ SIZE CASCARETS PUTS A DOLLAR IN THE DRAWER</p>	<p>PUSH THE 25¢ SIZE CASCARETS!</p>

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MADE-IN-CANADA

No Duty—No Exchange

All Druggists

are invited to inspect the most magnificent display of Holiday Gift Stationery ever shown in Canada. Now on exhibition at our warehouse.

They will make an irresistible appeal to those who appreciate quality and distinction.

THE COPP, CLARK COMPANY, LIMITED

517 Wellington Street West, TORONTO

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe



**Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France**

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully protected by patents



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You can safely recommend it

Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

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Sole Proprietors

25 West 45th St. New York

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All jobbing druggists sell it